DOCUMENT RESUME

ED 201 310 IR 009 202

TITLE	Project To Design a Marketing Plan for Promoting Educators' Awareness of and Access to ERIC Products: Final Technical Report.
INSTITUTION	Contemporary Associates, Inc., Washington, D.C.
SPONS AGENCY	National Inst. of Education (DHEW), Washington, D.C.
PUB DATE	30 Jun 80
CONTRACT	400-79-0065
NOTE	91p.; For related document, see IR 009 201.
EDRS PRICE	MF01/PC04 Plus Postage.
DESCRIPTORS	*Clearinghouses; Comparative Analysis; Costs; Information Dissemination; Information Services; *Marketing; *Publications; Surveys; Use Studies
IDENTIFIERS	*ERIC

ABSTRACT

Designed to assess the current and potential markets for ERIC products and develop a marketing plan based on the study findings, the project described obtained data through two surveys, as well as background information from the National Institute of Education. Interviews with ERIC Clearinghouse staff during site visits provided data on the strategies currently used to market the Information Analysis Products (IAPs) and other publications produced by the individual clearinghouses. The potential market for IAPs was assessed through a questionnaire sent to a sample of ERIC Standing Order Customers (institutions which maintain an ERIC microfiche collection) and other subscribers to Resources in Education (RIE). These users were also asked their reaction to centralized and decentralized ordering of such ERIC products. This report includes the results of both surveys and a discussion of the relative merits of centralized and decentralized ordering for marketing, as well as recommendations for a centralized marketing plan. Supporting data and some survey materials are appended. (CHC)

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PROJECT TO DESIGN A MARKETING PLAN FOR PROMOTING EDUCATORS' AWARENESS OF AND ACCESS TO ERIC PRODUCTS:

Final Technical Report

Contract No. 400-79-0065

The material reported herein was produced by Contemporary Associates, Incorporated pursuant to Contract No. 400-79-0065. The ideas and opinions expressed herein do not necessarily reflect those of the National Institute of Education and no official endorsement is inferred.

June 30, 1980

IR009202

ACKNOWLEDGEMENTS

The work reported herein was performed by Contemporary Associates, Incorporated, under Contract No. 400-79-0065 with the National Institute of Education of the United States Department of Education.

Contemporary Associates wishes to express its appreciation for the cooperative and efficient assistance which has been given by all persons associated with this effort. The help and assistance of the following persons made this report possible: Dr. Mildred Thorne, Project Officer, ERIC Central; Dr. Robert Chelsey, Head, ERIC Central; National Institute of Education; and Consultants and Staff of Contemporary Associates, Incorporated.

The assistance of the 16 ERIC Clearinghouse Directors and their staffs is given special recognition. Without their patience, time and energy, the content and data produced in this report would not have been possible.

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CHAPTER I
INTRODUCTION

ERIC is a national information system designed and developed by the U.S. Office of Education, and now supported and operated by the National Institute of Education (NIE), for providing ready access to descriptions of exemplary programs, research and development efforts, and related information that can be used in developing more effective education programs.

There are 16 Clearinghouses in the nationwide ERIC network. Each specialized in a different, multi-discipline, educational area. Each searches out pertinent documents--current research findings, project and technical reports, speeches and unpublished manuscripts, books, and professional journal articles. These materials are screened according to ERIC selection criteria, abstracted, and indexed. All of this information is put into the ERIC computer data base and announced in the ERIC reference publications. Through these sources any person interested in education has easy access to reports of innovative programs, conference proceedings, bibliographies, outstanding professional papers, curriculum-related materials, and reports of the most significant efforts in educational research and development, regardless of where they first appeared. It is through these channels that ERIC brings to the community of education current information and also insures that valuable writings on the subject of education will be permanently stored so that documents which might otherwise be lost to the profession are safeguarded, and continually available.

The first or Governmental level is represented by Central ERIC (the funder, policy setter, and monitor) located in the National Institute of Education (NIE). The second or non-profit level is made up of the 16 Clearinghouses

located at universities or professional societies. The third or commercial level consists of the centralized facilities for managing the data base, putting out published products, making microfiche, and reproducing documents. Fourth are the users who receive the benefit of these activities.

The ERIC Clearinghouses have responsibility within the network for acquiring the significant educational literature within their particular areas, selecting the highest quality and most relevant material, processing (i.e., cataloging, indexing, abstracting) the selected items for input to the data base, and also for providing information analysis products and various user services based on the data base.

The 16 ERIC Clearinghouses are:

- ERIC Clearinghouse on Career Education
  Ohio State University
  Center for Vocational Education
  1960 Kenny Road
  Columbus, Ohio 43210

- ERIC Clearinghouse on Counseling and
  Personnel Services
  University of Michigan
  School of Education Building, Rm. 2108
  Ann Arbor, Michigan 48109

- ERIC Clearinghouse on Early Childhood Education
  University of Illinois
  College of Education
  805 W. Pennsylvania Avenue
  Urbana, Illinois 61801

- ERIC Clearinghouse of Educational Management
  University of Oregon
  Eugene, Oregon 97403

- ERIC Clearinghouse on Handicapped and
  Gifted Children
  Council for Exceptional Children
  1920 Association Drive
  Reston, Virginia 22091

- ERIC Clearinghouse for Higher Education
  George Washington University
  One Dupont Circle, Ste. 630
  Washington, D.C. 20036

- ERIC Clearinghouse of Information Resources
  Syracuse University
  School of Education
  Syracuse, New York 13210
- ERIC Clearinghouse for Junior Colleges
  University of California
  Powell Library, Rm. 96
  Los Angeles, California 90024
- ERIC Clearinghouse on Languages and Linguistics
  Center for Applied Linguistics
  1611 North Kent Street
  Arlington, Virginia 22209
- ERIC Clearinghouse on Reading and Communication Skills
  National Council of Teachers of English
  1111 Kenyon Road
  Urbana, Illinois 61801
- ERIC Clearinghouse on Rural Education and Small Schools
  New Mexico State University
  Box 3AP
  Las Cruces, New Mexico 88003
- ERIC Clearinghouse for Science, Mathematics, and Environmental Education
  Ohio State University
  1200 Chambers Road, Third Floor
  Columbus, Ohio 43212
- ERIC Clearinghouse for Social Studies/ Social Science Education
  855 Broadway
  Boulder, Colorado 80302
- ERIC Clearinghouse on Teacher Education
  American Association of Colleges for Teacher Education
  One Dupont Circle, N.W., Ste. 616
  Washington, D.C. 20036
- ERIC Clearinghouse on Tests, Measurement, and Evaluation
  Educational Testing Service
  Princeton, New Jersey 08540
- ERIC Clearinghouse on Urban Education
  Box 40
  Teachers College, Columbia University
  525 W. 120th Street
  New York, New York 10027

0.(8

- Educational Resources Information Center
  Central ERIC
  National Institute of Education
  Washington, D.C. 20208

In one year's time, almost 10 million persons used ERIC products and services. Undergraduate and graduate students accounted for 62% of the users; teachers, 21%; school administrators, 11%; others, 6%. Nine out of every ten users reported that through ERIC they obtained information which they probably would not have found otherwise. Seven out of ten users reported that the information obtained from ERIC helped them professionally.[1/]

Over 178,000 persons used ERIC reports on microfiche during a typical week. Over 135,000 persons used ERIC reports on paper copy during a typical year. Over half used more than 11 titles per year.

One hundred ninety thousand six hundred persons used Resources in Education weekly. Three out of every four local school teachers and administrators using ERIC materials considered RIE very useful.

Over 138,000 persons used Current Index to Journals in Education weekly. Three out of every five reported success in finding sought after information.

About 650 organizations subscribed to complete ERIC Microfiche Sets (including 60 foreign). Annual sales of microfiche came to 17,000,000.

Data Base Searching Services include 56 subscriptions to ERIC Magnetic Tapes via the ERIC Facility (including 10 foreign); 6 software systems providing on-line access to ERIC files (BRS, DIALOG, ORBIT, STAIRS, WISE-ONE, PIRETS); and, 500 services offering computer searches of ERIC Files.

ERIC Clearinghouses have produced approximately 3,000 separate and distinct information analysis products

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[1/] Source: How To Use ERIC, U.S. Government Printing Office, 1979.

(bibliographies, literature reviews, state-of-the-art papers, evaluation summaries, etc.)

Approximately 300 professional organizations linked with Clearinghouses represent a total membership of over 4,000,000.

Although ERIC has wide distribution and dissemination, a recent evaluation study confirmed the findings that ERIC products are not generally known by the education community. 2/

It was hypothesized from the above study, that the potential market for ERIC products should be considerable.

This is the major problem to which this effort is addressed.

Contemporary Associates, Incorporated (C.A.I.) is pleased to have been involved in this effort. This is a final technical report of the activities which have been performed to implement this effort.

The report presents the analysis of data generated from the survey of ERIC Clearinghouses, the users' survey and other activities conducted as a part of this effort.

2/ J. Wanger. Evaluation Study of NCEC Information Analysis Products. Falls Church, Va.: System Development Corporation 1972. (ED 064 527)

PROJECT DESCRIPTION

This project was designed to evolve descriptive and empirical survey data to give a pictorial representation of the marketing needs of the ERIC System.

Specifically, this effort was designed to:

1. Assess the current and potential markets for ERIC products;
2. Design a marketing plan based on the study findings; and
3. Recommend possible adaptations to the marketing plan.

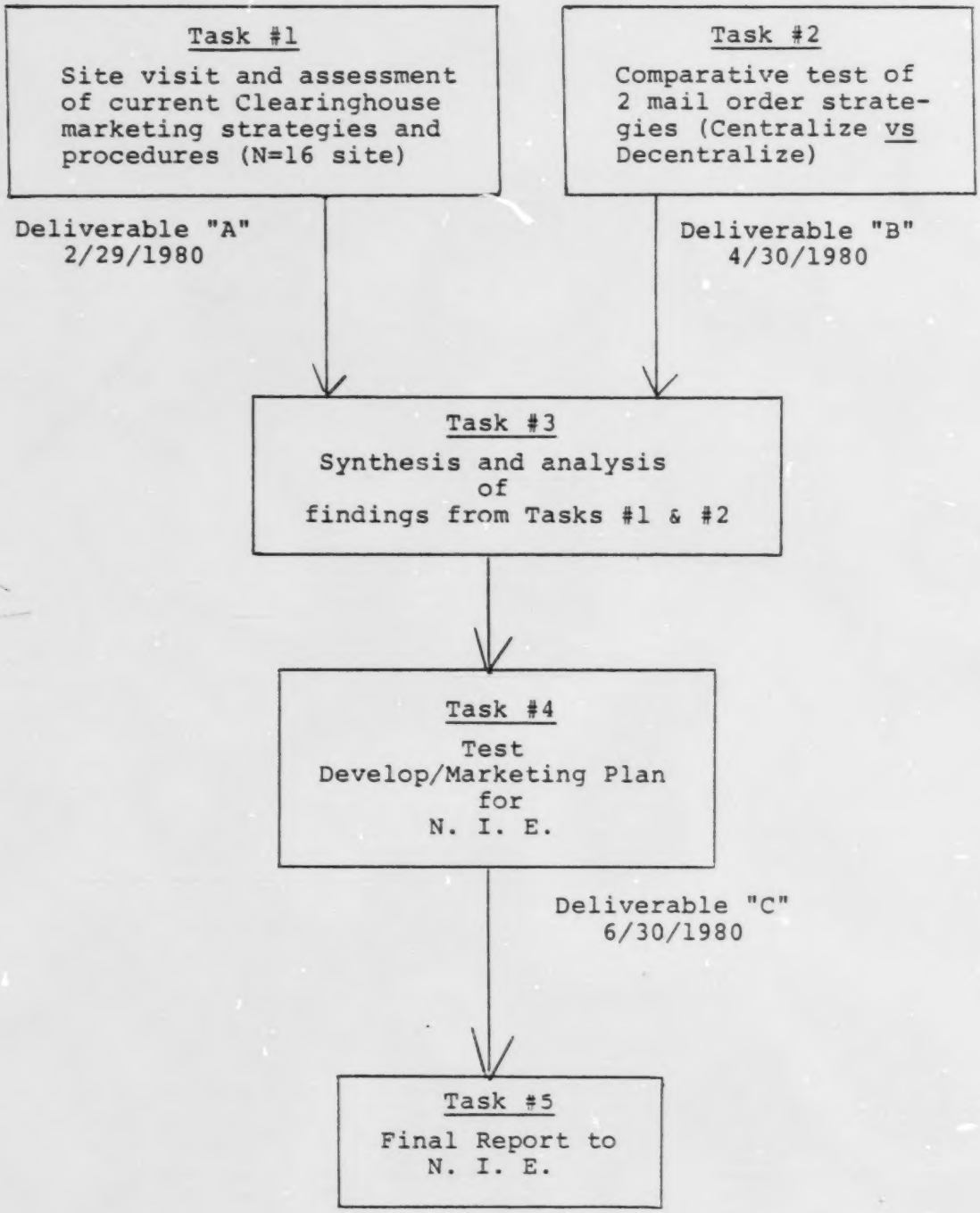
Specifically, the following major tasks were performed to implement this effort:

* Determination of current publishing arrangements and marketing strategies for their products.
* Determination of publication and distribution costs.
* Determination of the number of their present clientele.
* Determination of sales statistics for all information analysis products and/or substantial bibliographies, and a cost breakdown for 10 representative products.
* Determination of number of "sale" products distributed free.
* Determination of anticipated constraints in Clearinghouses participating in a centralized dissemination operation, e.g., publishing extra copies of products for sale, providing facilities and staff for filling orders, etc.

A graphic representation of the project design is shown in Figure 1.

Figure 1

ERIC MARKETING STUDY TASK FLOW CHART


Task #1
Site visit and assessment of current Clearinghouse marketing strategies and procedures (N=16 site)
Task #2
Comparative test of 2 mail order strategies (Centralize vs Decentralize)
Deliverable "A" 2/29/1980
Deliverable "B" 4/30/1980
Task #3
Synthesis and analysis of findings from Tasks #1 & #2
Task #4
Test Develop/Marketing Plan for N. I. E.
Deliverable "C" 6/30/1980
Task #5
Final Report to N. I. E.

Two surveys were conducted to collect the primary data required to make valid and reliable decisions about ERIC's market potential: A Survey of the 16 ERIC Clearinghouses; and a Survey of ERIC Users.

Secondary data was collected from ERIC Central, the N.I.E. Library from the 16 Clearinghouses, and other ERIC facilities.

- Survey of 16 ERIC Clearinghouses--The 16 Clearinghouses within the ERIC system were site visited and staff interviewed to gather data on the current marketing strategies of each Clearinghouse.

  A site visit instrument was developed, tested and utilized to interview each Clearinghouse's director and/or staff. The Clearinghouse's survey approach is shown in Figure 2.

- Survey of ERIC Users--A survey of current ERIC users was conducted to assess the current and potential market for ERIC products. The ERIC user groups were designated as:

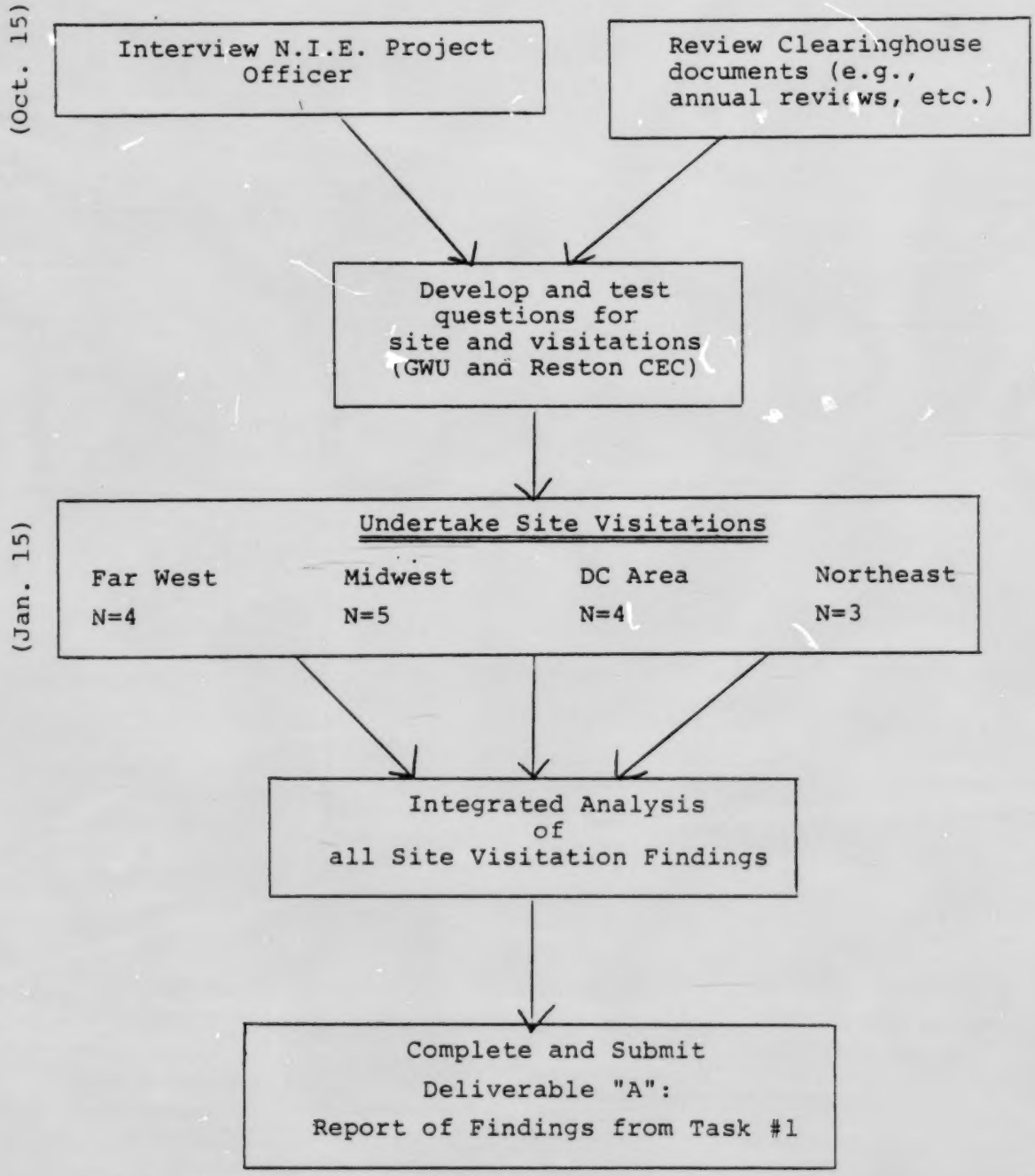
  1. Resources in Education (SOC's) subscribers who have standing order subscriptions to the RIE microfiche collection, and
  2. Subscribers (RIE's) who do not have an RIE microfiche collection.

A sample was selected from each of the ERIC user groups to perform a comparative analysis of advantages and disadvantages of central versus decentralized ordering and to determine their interest in receiving future ERIC products.

The overall marketing problem addressed by this effort was how to maximize effectiveness and minimize cost of the marketing that encompasses the 16 ERIC Clearinghouses, that are part of the ERIC network, spread throughout the United States.

Figure 2

ERIC MARKETING STUDY TASK FLOW CHART - CLEARINGHOUSE SURVEY


(Oct. 15)
Interview N.I.E. Project Officer
Review Clearinghouse documents (e.g., annual reviews, etc.)
Develop and test questions for site and visitations (GWU and Reston CEC)
(Jan. 15)
Undertake Site Visitations
Far West N=4
Midwest N=5
DC Area N=4
Northeast N=3
Integrated Analysis of all Site Visitation Findings
Complete and Submit Deliverable "A": Report of Findings from Task #1

Note: (end or completion date)

STUDY DESIGN

Two specific surveys were conducted as a part of this effort: the Clearinghouse survey and the users' survey. The technical procedures utilized to conduct each are described in this section of the report.

CLEARINGHOUSES SURVEY DESIGN

All Clearinghouses in the ERIC System were site visited and surveyed to obtain primary data on their current marketing strategies. To facilitate the collection of data during the site visitations, a site visitation interview instrument was developed and tested (See Appendix A). Also a site visitation schedule was developed.

Once the site visitation schedule (a part of the finalized Work Plan) was approved, all Clearinghouses within the District of Columbia metropolitan area were contacted and site visitations scheduled. These site visitations were designed to accomplish the following:

1. Pretesting of site visit instrument, and
2. Preliminary analysis of current marketing systems utilized by respective Clearinghouses.

The four (4) Clearinghouses located in the metropolitan Washington, D.C. area are:

1. ERIC Clearinghouse on Handicapped and Gifted Children (Reston, VA)
2. ERIC Clearinghouse for Higher Education (Washington, D.C.)
3. ERIC Clearinghouse on Languages and Linguistics (Arlington, VA)
4. ERIC Clearinghouse on Teacher Education (Washington, D.C.)

The site visits to these Clearinghouses facilitated the development of the finalized ERIC Marketing Clearinghouse Survey Interview Checklist (See Appendix A).

The Interview Checklist was developed and tested on the four (4) metropolitan Washington, DC Clearinghouses as pilots to develop the final Interview Checklist (see Figure 3). These four sites were continually contacted to obtain the additional information for this project as needed, to ensure consistency and validity of information.

The Interview Checklist was finalized and mailed to each Clearinghouse director prior to the site visitations by the ERIC Marketing Project staff. This was designed to facilitate the readiness of Clearinghouse directors and staff to produce accurate and appropriate data during the site visit. Each Clearinghouse was visited and data recorded on the Site Visit Instrument. This was compiled for each Clearinghouse individually and analyzed for all Clearinghouses collectively.

USERS' SURVEY

A survey of current ERIC users was conducted to assess the potential market for ERIC products.

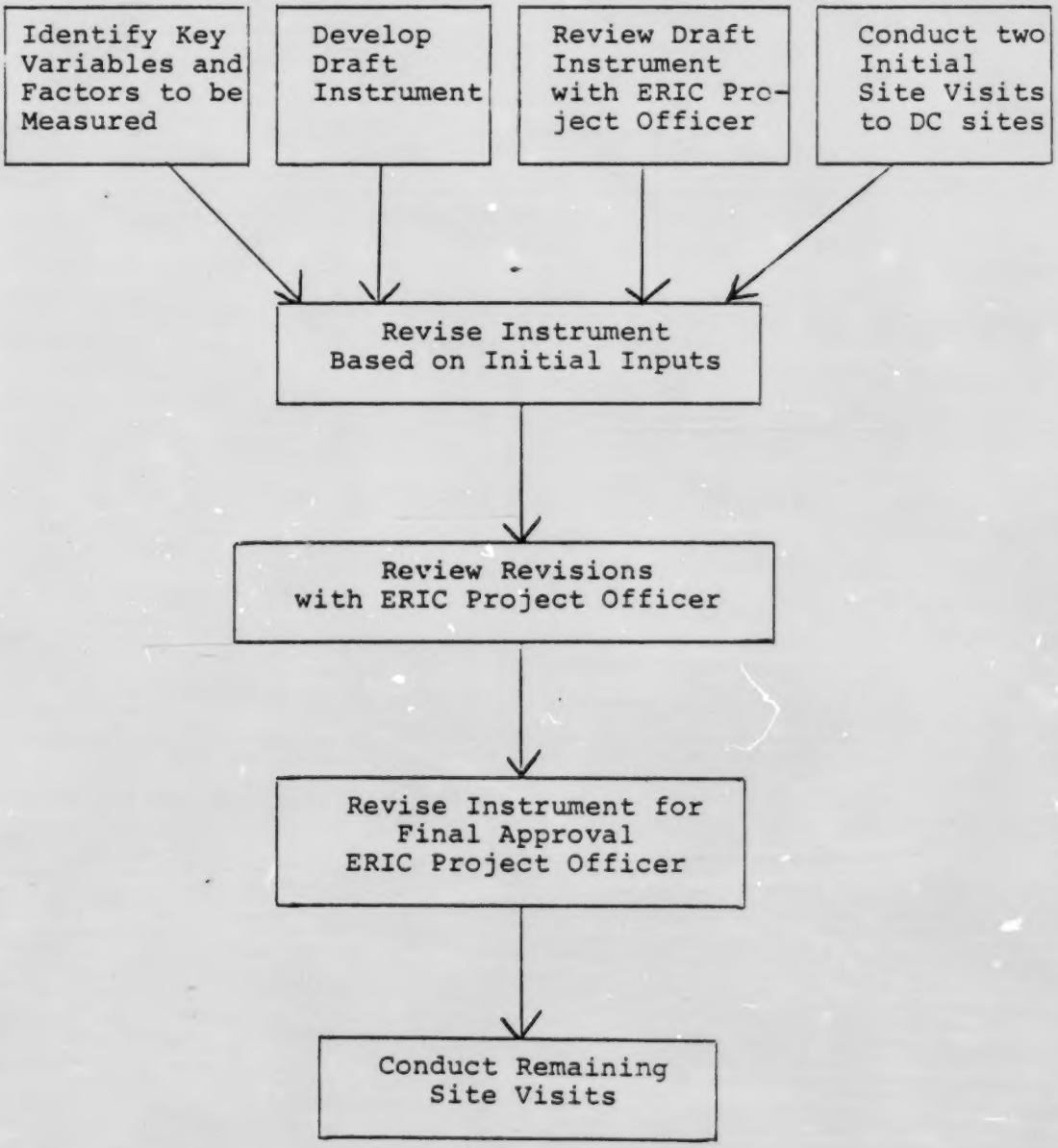
The survey design utilized compared the user responses to centralized and decentralized ordering of selected ERIC products. Experimental and control groups of RIE's and SOC's were utilized to assess the potential market of ERIC.

The two strategies (central ordering and decentralized ordering) were composed to illuminate the specific advantages and disadvantages of each as evidenced from the data collected. The following matrix represents the basic design of the Users' Survey.

	Data Instruments	Standing Order Customers (SOC's)		RIE Subscribers With No Microfiche Coll. (RIE's)	
		N=250 Expermtl.	N=250 Control	N=250 Expermtl.	N=250 Control
Cent.	Flyer Form 1 Letter 1	No. of Orders		No. of Orders	
De-Cent.	Flyer Form 2 Letter 2		No. of Orders		No. of Orders

Figure 3

DEVELOPMENT PROCESS FOR ERIC MARKETING CLEARINGHOUSE SURVEY INTERVIEW CHECKLIST


Identify Key Variables and Factors to be Measured
Develop Draft Instrument
Review Draft Instrument with ERIC Project Officer
Conduct two Initial Site Visits to DC sites
Revise Instrument Based on Initial Inputs
Review Revisions with ERIC Project Officer
Revise Instrument for Final Approval ERIC Project Officer
Conduct Remaining Site Visits

The quasi-experimental research design utilized for this survey was a counterbalanced design. In this type of design no pretest or "before" data is taken to compare with post test or "after" data. All groups are subjected to the same conditions at the same time, as the diagram illustrates:

	Time 1
Group A	X_1O
Group B	X_2O
Group C	X_3O
Group D	X_4O

Instrumentation:

Letters and order forms for centralized and decentralized ordering to be administered to a sample of standing order customers, and to RIE subscribers who did not have a microfiche collection were developed, presented to NIE for approval, and reviewed with designated Clearinghouses in the Washington, D.C. area.

Two approved letters (one designed for each group) plus two order forms were designed to be mailed to the two representative groups.

The letter informed both groups about two ERIC "products" for sale: 1) a series of information analysis publications and 2) a mini-collection (boxed) of microfiche of 600 information analysis publications. In the letter, the user groups interested in receiving announcements of future ERIC products was explored.

The letter to the first sample (the experimental group) invited them to order the products from a central source (the ERIC Marketing Project) or EDRS (ERIC Document Reproduction Services) (See Appendix D). The letter to the second sample (the control group) indicated that orders and payments should be mailed directly to the appropriate Clearinghouse or EDRS (See Appendix E). A brief order form was developed collabora-

tively with EDRS to facilitate orders for the mini-file collection (See Appendix K).

Survey Methodology:

The method used to survey the sample for the ERIC Marketing Project was a mail survey. The particular method has several important aspects which are discussed here as they relate to the ERIC Marketing Project.

Information Obtained

Most empirical researchers operate on the rule that questionnaires longer than six pages should not be used to collect data by mail. This seems to fit with common sense, but a number of experiments suggest that longer questionnaires can be used effectively by mail. The number of questions rather than the number of pages may be the most important factor. An increase in pages as a result of more open space between questions has been found to increase the rate of return.[3/] In keeping with the general purpose of this variable, the ERIC survey package contained five separate items:

1) an introductory letter
2) an order form
3) a brochure on ERIC's IAP's
4) a returnable postcard
5) mini-file order form

Mail questionnaires have been shown to be generally superior to either telephone or personal interviews in collecting data on topics that might be embarrassing. This, however, does not apply to the ERIC survey since respondents were asked merely to request needed publications.

Control of Sample

To conduct a mail survey it is necessary to have a mailing list. Contemporary Associates was supplied the SOC's and RIE's lists from the National Institute of Education, Department of Education for this survey. The lists were

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[3/] Boyd, Westfall and Stasch. Marketing Research Text and Cases (Richard D. Irwin, Inc., Homewood, Ill.), 1977.

already grouped according to type of ERIC user (RIE or SOC). The ERIC users were then grouped by the ERIC Marketing staff based on order method, centralized or decentralized. After this initial grouping, the lists were further subdivided by region and type of institution. Regional classifications used were the following:

1) Northwest (AK, ID, MT, OR, WA, WY)
2) Southwest (HI, CA, NV, AZ, UT, CO, NM)
3) Midwest (ND, SD, NE, KN, MN, IA, WI)
4) Mid Central (MI, IL, MO, IN, OH)
5) South (TX, AR, LA, MS, AL)
6) Southeast (KY, TN, NC, SC, GA, FL)
7) Mid Atlantic (PA, NJ, VA, WV, MD, DC, DE)
8) Northeast (ME, NH, MA, CT, RI, NY, VT)

Institutional classifications were the following:

1) college or university library
2) other library
3) government agency/state department of education
4) education center
5) public school system
6) vocational/technical school

Return of Mail Questionnaires

The sample members who returned the completed forms, in a mail survey, is the group from which the condusive results of a study are drawn. Usually, the rate of return for mail survey is small (25% or less).[4/]

Advantage of Mail Surveys

Mail surveys offer several advantages to the user. One major advantage is cost. Mail is almost always cheaper than telephone or personal interviews. A second advantage is that mail surveys give the respondent an opportunity to thoroughly think over his/her answers. These two advantages are of major importance for the purpose of the ERIC study.

Disadvantage of Mail Surveys

As with any survey method, mail surveys also have disadvantages. Out-of-date addresses may have prevented some order

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[4/] Ibid.

packets from being delivered. Another portion of order packets may have been put in the wastebasket by secretaries; others may be passed by the recipient to someone else in the organization for completion. Data are received from this group, but they are not necessarily the same data that the selected respondents would have returned. The number of such cases is never known exactly, but is assumed to be small.

In addition, acquisition of information is delayed because the sender must wait for a reply from the respondent. Since the respondent probably is not as eager to return the survey as the sender is to receive it, the result could be a two-week delay or longer. Follow-up correspondence may subsequently be necessary.

Specification of Sampling Procedure for Users' Survey

The ERIC Marketing Project staff designed an optimal allocation stratified sampling procedure to select the Standing Order Customers and RIE subscribers. The optimal allocation is identified by using mathematical analysis. For the two-stratum case, the optimal sample size (N_A) in stratum A would be:

$$N_A = \frac{nN_A\sigma_A}{(N_A\sigma_A + N_B\sigma_B}$$

Where n = Total available sample size

N_A = Number of items in stratum A

N_B = Number of items in stratum B

σ_A = Standard deviation of the observations in stratum A

σ_B = Standard deviation of the observations in stratum B.

Since the ERIC study included nearly 100 strata, the formula was adjusted accordingly.

Our sampling procedures required subdividing the two populations into strata based on geographic location and type

of institution. Through collaboration with the NIE Project Officer, it was determined that all foreign population members were to be excluded. The ERIC Marketing staff chose stratified samples over simple random samples for several reasons familiar to the empirical researcher. First, stratification allowed us to take advantage of whatever information we possessed concerning the characteristics of the population, (e.g., location and type of institution). Having this information allowed a more representative group of respondents to the Users' Survey. Second, sampling error and variability allowed us to look more closely within each stratum and select cases within each in different ways and proportions. This procedure gave an in-depth representation of the six basic institutional categories of SOC's and RIE's. The sampling stratification utilized for each population is shown in Appendix B. Basic stratified sampling statistics were used to select 500 cases from each of the two populations. Two hundred fifty of each were mailed centralized ordering materials for the selected IAP's and 250 were mailed decentralized ordering materials. The centralized groups were provided the opportunity to order directly from the ERIC Marketing Project Office. The decentralized groups were to order directly from the 16 Clearinghouses.

Survey Procedures:

Centralized Orders. The ERIC Marketing staff established systematic procedures for obtaining materials to fill central orders expeditiously.

The Directors of each Clearinghouse were contacted to discern the procedure most suitable for cooperating and collaborating on the provision of materials to fill centralized orders. Two options were discussed. They were:

1. ERIC Marketing staff would call orders to be filled out to a designated person at the Clearinghouse and orders would be shipped to the appropriate client/customer, or

2. Clearinghouses would provide five shelf copies of the selected IAP's offered to the ERIC Marketing Project. This would allow all orders to be filled from one source and one billing.

All Clearinghouses and the NIE Project Officer agreed that the second procedure would be most appropriate for two reasons. First, it would allow filling of orders in bulk and most expeditiously. Also, one invoice would expedite payment. Otherwise, the intent of this survey would not be clearly tested.

Clearinghouses agreed that reimbursement for all items sold and the return of all items still on hand would be reconciled by the ERIC Marketing Project when the Users' Survey was completed.

Clearinghouse materials were distributed as orders for them were received from the experimental group (RIE's and SOC's centralized ordering option).

An in-house system was established at the ERIC Marketing Project Office to fill centralized orders as expeditiously as possible. Invoices were developed for the ERIC Marketing Project (See Appendix F). These were prepared in response to the centralized order forms or purchase orders received from the sample. All shelf copies were arranged in sequence to the IAP flyer to facilitate pulling of ordered materials.

Orders and invoices were forwarded by registered mail. A note was enclosed with each asking the customer's intent in ordering centrally in the future. Postage was billed separately for each order. Back orders were put in a separate file. These were for those materials that were being reprinted at the various Clearinghouses. These were filled once materials arrived.

Decentralized Orders. A decentralized order form was coded green so that Clearinghouses could easily recognize orders sent from the ERIC Marketing Project sample groups (See Appendix E). Clearinghouses were requested to keep a count of the

number of green order forms which they received plus the name and address of the customer.

Mini-File Collection Orders. The ERIC Marketing staff collaborated with and visited the ERIC Document Reproduction Service (EDRS) to determine their quality control for mini-file collection orders, and to establish a working relationship to facilitate counting orders for the mini-file from the sample groups of this marketing survey. As a result, orders for this survey were color coded buff (See Appendix K) and were counted by EDRS staff. Also frequency of orders of certain IAPs to be offered in this survey were obtained.

Data Analysis:

Frequently, the analysis of data involved the simultaneous tabulation of responses to two or more questions. In this study, the variables used to group the responses were based on the following categories:

ERIC USER	ORDER METHOD	REGION	TYPE OF INSTITUTION
RIE	Centralized	Northwest	College library
SOC	Decentralized	Southwest	Other library
		Midwest	Govt. agency/State
		Mid-Central	Dept. of Education
		South	Education Center
		Southeast	Public School System
		Mid-Atlantic	Voc./tech. school
		Northeast	

A multivariate analysis was conducted utilizing responses in all four categories. For example, one response was classified as: RIE, centralized order, Mid-Central region, university library. Calculations on the rate of return were done using each single category as well as all four categories. This type of analysis provides enlightening cross tabulations which can reveal more specific reoccurring responses (i.e., more response from university libraries from the Southern region).

Research Hypotheses:

If centralized ordering is used to order ERIC products, then the access to and awareness of the education community to ERIC

products will increase substantially, resulting in greater access to, usage of and desire to receive future ERIC products.

If decentralized ordering is used to order ERIC products, then the amount of awareness of and access to and desire to receive future ERIC products will be somewhat limited.

The results and findings of the Clearinghouses and Users' Surveys are presented in the next section of this report.

PART II

ANALYSIS OF STUDY FINDINGS

The findings of the Clearinghouses Survey and the Users' Survey are presented in this section of the report.

CLEARINGHOUSE SURVEY FINDINGS

The results of the Clearinghouses Survey were organized in sequence with the specific items on the site visit Interview Checklist for tabulation. Matrices representing each checklist questions, responses and frequencies were developed to facilitate data analysis. The results of these analysis are reported here in sequence with the Interview Checklist items.

All Clearinghouses were shown to have a standard marketing system. Although delineation of where marketing begins and ends was not clearly defined, Clearinghouses seemed to use some consistent means of marketing. The difference in approaches to marketing were related to who actually creates the market and how it is created for each Clearinghouse. Table 1 shows the most consistent frequently occurring marketing strategies found across all 16 Clearinghouses. Related responses were grouped in the nine categories shown.

Table 1

Most Prevalent Marketing Methods
Indicated by ERIC Clearinghouses

	METHOD(S)	X	P	EX	% of Total
1.	Distribution Arrangements with Professional Organizations	7	2		56%
2.	Announcements in Newsletters, Journals, Catalogues	10	-	-	63%
3.	Advertisements in publication listings	8	-	-	50%
4.	Direct Mail (Mailing Lists)	7	1	-	50%
5.	Flyers and other publications produced quarterly	7	1	-	50%

METHOD(S)	X	P	EX	% of Total
6. Conventions, Workshops, Conferences (including IAP displays)	14	-	1	94%
7. ERIC system	4	-	1	31%
8. Complimentary Copies distributed to select persons	8	-	-	50%
9. Clearinghouse staff and Director	9	-	-	31%

Key: X = Partially
P = Primarily
EX = Exclusively

A standard consistent marketing system was shown to exist for each Clearinghouse. It was difficult in some instances to depict where marketing begins and ends. All of the clearinghouses tended to use some similar methods of "marketing," i.e., conventions, journals, newsletters, etc.

Clearinghouse clients tended to be identified by organizational networks within the particular discipline of each of the Clearinghouses. There were shown to be formal and informal relationships within the networks which allowed for an identification of clients' needs and inputs.

Clients for several of the Clearinghouses were almost exclusively the memberships of professional organizations. Some Clearinghouses had formal, diverse and specific structured methods for identifying clients. These range from production of flyers, newsletters and brochures for mailing lists and for distribution at conferences, conventions and workshops, to compiling inquiries and requests to an identifiable needs level.

Some Clearinghouses had staff and advisory committee procedures for identifying clients and needs. Some Clearinghouses' Advisory Boards meet periodically and gave input on needs in the field. Client needs were identified

through different methods by the Clearinghouses. Some methods included individual or organization requests; staff travel to conferences, conventions, etc., review of the literature; compilation of questions of Clearinghouse requests for information; number of publication sales and orders in a given area and through professional organizations and service centers.

Clearinghouses obtained customer input mainly through the various workshops and conferences which they sponsored and/or attended, and through various requests which they receive for information. Customer input was also received from their Advisory Board members, through orders, computer and user service requests, staff knowledge of what's in the field, staff knowledge of federal legislation, and one Clearinghouse had begun to test and develop a computerized customer coded master file as a means of customer input. This master file was coded by audience category, grade level, type of need and other relevant variables to identify customers for input into products. The results of this effort was projected to be produced by the end of 1980.

A number of factors at the respective Clearinghouses went into deciding what products to produce, i.e., an association priority list; the feasibility of developing a product; conclusion of product development, and of an in-house review committee; customers; requests; etc. It was impossible to single out any one particular factor that was used by Clearinghouses consistently in making the decision as to what products to produce. In several instances, Clearinghouses relied on the affiliate organization to make decisions regarding products it produced, also several used an in-house review process. One Clearinghouse used several varying inputs in deciding what products to produce.

All of the Clearinghouses except four agreed that a product's ability to pay for itself is a variable in deciding to produce it. One kept a detailed record of the cost of production from the beginning of the development of a product until it is sold. One particular Clearinghouse kept computerized records of costs of production on each product (including professional staff time), while at the other Clearinghouses staff time was not kept as a part of costs. Most Clearinghouses felt they were developing products that are needed and therefore they do sell. MOst Clearinghouses reviewed their inventory each year. Most products were kept until sold. Many items were kept from three to five years by Clearinghouses. Three Clearinghouses indicated keeping inventory five to ten years. Another stated that items were kept until space was needed for a newer item. Most Clearinghouses did reprint items when the demand was greater than items on the shelf. Only one Clearinghouse stated that it did not keep inventory.

More than half of the Clearinghouses state that there were not seasonal demands for certain products and that orders were filled throughout the year. Several Clearinghouses stated that forecasts were made on a monthly basis and that January to April were their largest selling months. For the other Clearinghouses demand was not a factor in product development. At several Clearinghouses seasonal demands fluctuated with the academic school year. Most Clearinghouses stated that there is usually high demand when a product is first published.

Pricing at most of the Clearinghouses is calculated on the basis of printing, postage and processing. The pricing mechanism was very complex at one Clearinghouse as it covers direct and indirect costs, advertising, promotion, etc. This was calculated at approximately five times the direct cost of production. The majority of the

Clearinghouses do not price products. This was done by the affiliated organization which does all marketing and distribution of products. Approximately 50% of the Clearinghouses indicated that they did not distribute any of their products. They develop the product and the affiliate organization did the distributing. For approximately 50% of the Clearinghouses, some of the distribution was done by the affiliate organization as well as the Clearinghouses themselves. In most instances the Clearinghouses distributed small products, while larger ones were turned over to the affiliate organization. Most Clearinghouses distributed complimentary copies of each new product to "special" mailing lists.

Approximately 50% of the Clearinghouses stated that they had no problems with distribution, and gave the following reasons: 1) products are all distributed by the affiliate organization; 2) printing company handles all distribution; and 3) computerized invoicing. The problems most frequently specified by the Clearinghouses were: unexpected delays in filling orders causing customer frustration and dissatisfaction; problems maintaining a mailing list (this was seen as a full-time job); compilmentary distribution was a problem because of the high cost of paper and postage; and prepaid ordering was used up to this year, but now Clearinghouses have invoicing, which they saw as "bothersome" but meets more people's (customers') needs. Most Clearinghouses indicated that it takes one to two days to fill an order.

The most frequently occurring methods used by the Clearinghouses to make customers aware of their products were: through arrangements with their affiliate organizations; announcements in professional journals; and order forms, newsletters and brochures distributed at conferences, workshops, etc. Some Clearinghouses indicated

press releases, direct mail flyers, staff travel, quarterly publication listings and complimentary copies to select organizations.

The marketing strength indicated by most Clearinghouses was its affiliation with a professional organization. The second most frequently occurring strength was the Clearinghouses' Advisory Committees. In several instances, the strength indicated was the reputation established by the Clearinghouse and its staff. Other strengths indicated were: staff travel; an institutional capacity to market; creative publications and flyer designs; free product distribution to key people; computerized invoicing; and NIE's relationship to the Clearinghouse.

Weaknesses in marketing most frequently cited by Clearinghouses were: not enough money for advertising, and non-exploitation of potential client groups. Other weaknesses indicated were: the costliness of penetrating new and large markets; not being able to get a commitment to distribute a product until the affiliate sees the finished product; need to broaden distribution and users; failure to address marketing efforts for special kinds of publication to specific, appropriate audiences; failure to make sufficient use of free, inexpensive, or cost effective strategies for promoting individual products; inability to advertise directly; not getting to as many teachers as needed . . . they indicated "this is true of the total ERIC system" . . .; no public relations staff to handle marketing; not knowing advertising and not doing marketing surveys; limited access to the market; and determining the correct number of copies to produce.

The Clearinghouses believed that NIE could assist in improving their marketing programs by providing more funds for advertising; by publishing a complete (about ten pages) brochure of what is in the IAP Directory; NIE should help

more people know about the system--presently some, not all felt that NIE builds excellent and useful programs, but does not let the public know about them. This suggested that NIE needs to coordinate with NIE and DE the programs concerned with disseminating certain information. NIE should request (or mandate) from each Clearinghouse, user evaluation of the product they produce, i.e., NIE should have some effective way of assessing all products. Other suggested marketing assistance included: 1) providing marketing advice and techniques from a specialist; 2) rescinding the new guidelines specifying that "the ERIC logo must appear in a prominent place on the cover of every IAP"; 3) providing money to purchase mailing lists; 4) providing monies for additional staff to handle marketing; and 5) developing monthly "blurb" of new products from each Clearinghouse to be disseminated to educational libraries and meetings or a sample brochure with 2-3 annotated "blurbs."

The barrier to marketing indicated most frequently by Clearinghouses was money for distribution. Over 60% indicated this barrier. Others indicated were: getting enough copies to meet the demand; the difficulty of doing their own marketing and production, lack of an NIE mandate for user evaluation of products produced; and failure to use good advertising techniques as a result of trying to save money. One Clearinghouse indicated that there were no barriers to marketing its products.

A small percentage of the Clearinghouse indicated that there were no legal, social, economic or political variables which affect their marketing of products. In most instances exceptions were cited such as, copywriting requirements and not being able to advertise. Other variables cited were not being able to pay for advertising (legal); Clearinghouses needing to keep up with the latest

developments in their field (social); and economic variables related to cost.

Over 80% of the Clearinghouses stated that they had no competition. The others stated their major competitors are the professional associations and commercial publishers.

The number of products which respective Clearinghouses indicated they produced for sale varied from 2 to 100 per year. One Clearinghouse indicated plans to produce 16 this year (1980). Products produced included IAP's, newsletters, annotated bibliographies, flyers, etc.

All Clearinghouses indicated that they had publishing arrangements with other groups. Table II represents those arrangements specified.

TABLE II

ERIC CLEARINGHOUSES

PUBLISHING ARRANGEMENTS WITH OTHER GROUPS

Groups	Frequency	Percent
Affiliate Organizations	8	50.00
With Schools	1	6.25
With Other Clearinghouses	3	18.75
With Publishers	1	6.25

Eight Clearinghouses indicated publishing arrangements with affiliate organizations. One Clearinghouse indicated publishing arrangements with schools, three with other Clearinghouses, and one with commercial publishers.

All Clearinghouses stated that sufficient copies of order lists are available and on hand at all times. One Clearinghouse indicated that specific copies are developed for booths and workshops at conferences.

The marketing plan suggestions from the Clearinghouses were:

- "NIE should provide experts to train us to make items more marketable";

- Sessions should be held for Clearinghouses on how to improve their cost effectiveness;
- Joint brochures on Clearinghouse products should be continued;
- The design of the ERIC products should be improved in general;
- Use terminals which each Clearinghouse has, to set up with outfit to do marketing;
- Suggest marketing plan be done first, then products developed.

Four Clearinghouses had no suggestions for a marketing plan.

A revolving fund of some kind existed in relation to the operation of all Clearinghouses except two. The revolving fund was operated in-house by the majority of the Clearinghouses. However, the affiliate organization usually operated the fund if it was the major distributor of all products. In Clearinghouses where a revolving fund had been established, the fund was used for small mailings or bulk orders.

The average cost of development of an IAP seemed to be associated with format and size for some Clearinghouses, while others set a standard budget for each. The cost for development of IAP's cited by Clearinghouses ranged from $65 to $9,000. The average cost cited was $4,000 to $6,000 each.

Several Clearinghouses indicated that some of their products are distributed free. Within the other category, methods indicated were: people asked to be placed on the mailing list (all Clearinghouses seem to have some type of mailing list); joint publication arrangements with other Clearinghouses; people who were interested, e.g., congressmen legislators, etc., (only one Clearinghouse indicated this type of customer); and book reviews in special journals, etc.

Most Clearinghouses indicated that the director and staff also do some marketing in their travels to conferences and meetings. One Clearinghouse indicated that the publication staff does most of the marketing because of their recognized expertise in the respective area of the Clearinghouse.

Graphic representations of the three major marketing alternatives utilized by the sixteen (16) Clearinghouses are shown in Figure 4.

Figure 4

Major Current Marketing Alternatives Utilized by ERIC Clearinghouses

Alternative #1

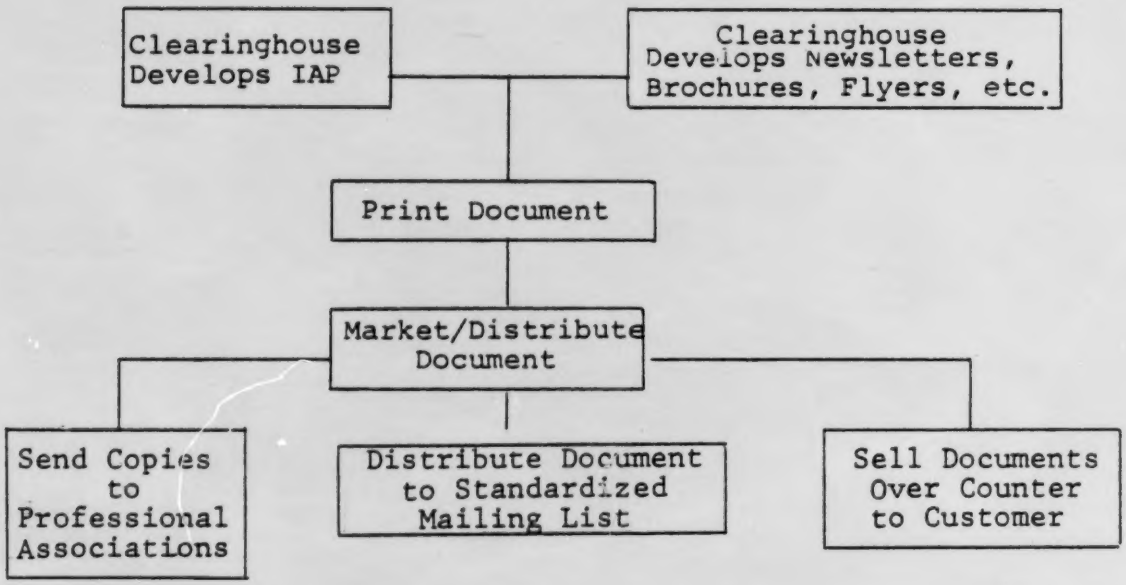

Clearinghouse Develops IAP
Clearinghouse Develops Newsletters, Brochures, Flyers, etc.
Print Document
Market/Distribute Document
Send Copies to Professional Associations
Distribute Document to Standardized Mailing List
Sell Documents Over Counter to Customer

Figure 4

Major Current Marketing Alternatives Utilized by ERIC Clearinghouses

Alternative #2

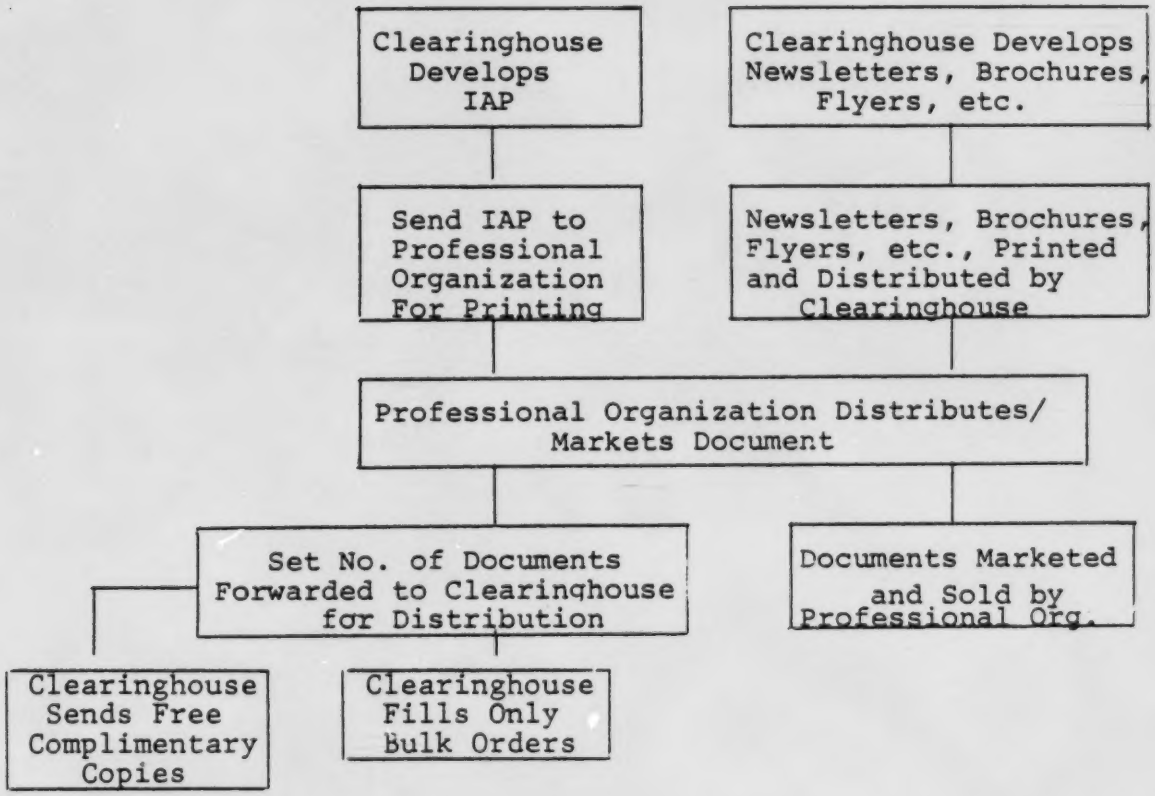
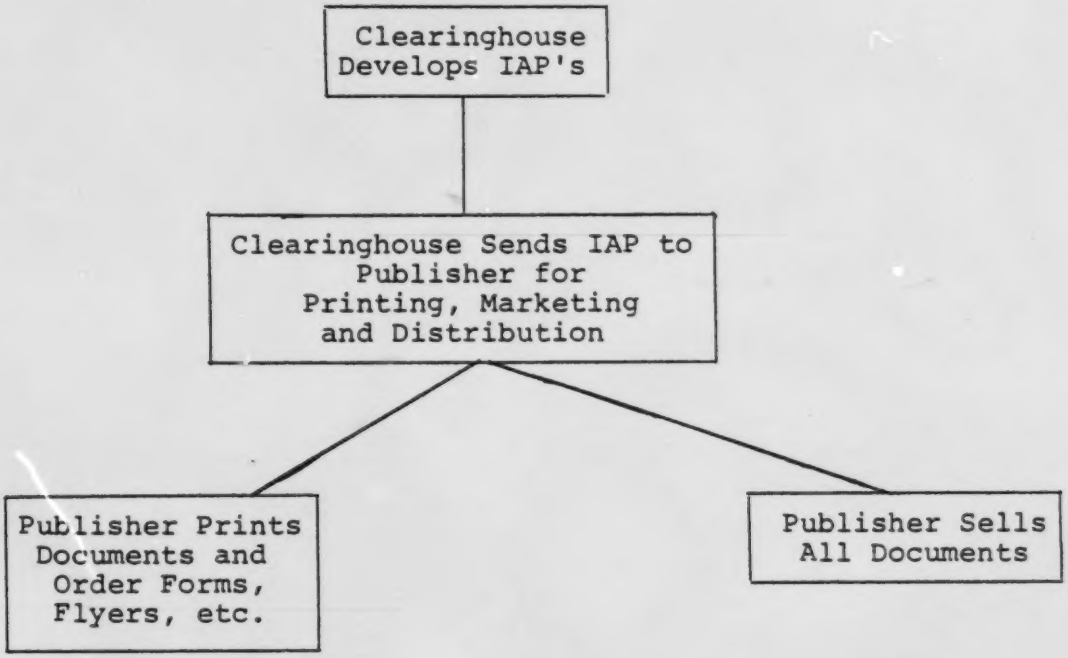

Clearinghouse Develops IAP
Clearinghouse Develops Newsletters, Brochures, Flyers, etc.
Send IAP to Professional Organization For Printing
Newsletters, Brochures, Flyers, etc., Printed and Distributed by Clearinghouse
Professional Organization Distributes/ Markets Document
Set No. of Documents Forwarded to Clearinghouse for Distribution
Documents Marketed and Sold by Professional Org.
Clearinghouse Sends Free Complimentary Copies
Clearinghouse Fills Only Bulk Orders

Figure 4

Major Current Marketing Alternatives Utilized by ERIC Clearinghouses

Alternative #3


Clearinghouse Develops IAP's
Clearinghouse Sends IAP to Publisher for Printing, Marketing and Distribution
Publisher Prints Documents and Order Forms, Flyers, etc.
Publisher Sells All Documents

RESULTS OF USERS SURVEY

The results of the survey of ERIC RIE Standing Order Customers and RIE subscriber with no microfiche are presented here. The results are reported for the centralized order or experimental group and for the decentralized or control group. A comparative analysis of the two strategies is made identifying their strenghts and weaknesses, their drawing power, cost effectiveness, etc.

Central Order Results

Centralized order forms, letters and the IAP flyer (see Appendix D) were mailed to stratified random samples of 250 RIE Standing Order Customers (SOC's) and to 250 RIE subscribers without microfiche (RIE's). As previously specified, sample members were selected based on geographics as well as customer type criteria designed by the ERIC Marketing Staff.

The items ordered by SOC's and RIE's offered central orders are listed in Appendix G. A total of 49 central orders were received and filled during the survey period for this effort. The majority of the orders were received from RIE Standing Order Customers (41) and eight (8) were received from RIE subscribers without microfiche.

Of the 250 SOC's offered centralized ordering, orders were received from 16.4% of the sample. These orders were received from the university library group and the vocational /technical group of SOC's. Orders came from four of the eight regional strata; 8.4% from the south; 3.6% from the mid-central; 1.2% from the northeast; and 3.2% from the mid-atlantic.

Of the 250 RIE's offered centralized ordering, orders were received from 3.2% of the sample. RIE orders were received from three types of institutions: education centers, public schools, and university library. Geographically, orders were received from the south (1.6%), the mid-central (1.2%) and the northwest (.47%) regions (see Appendix B).

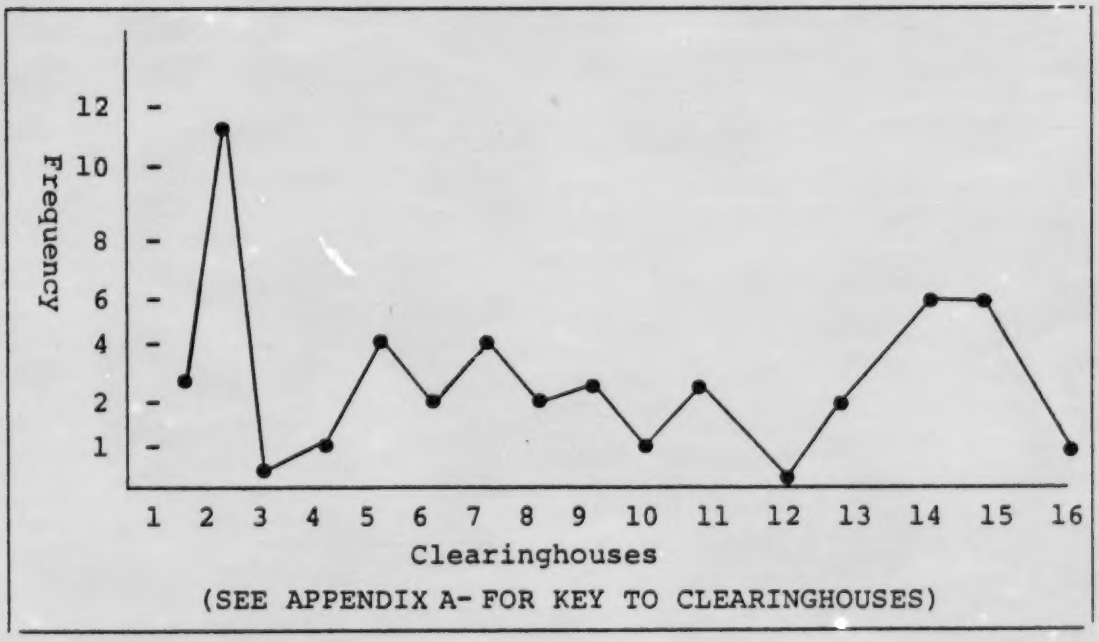
Analysis of Central Orders Received

Central orders were received and filled for products from 14 of the 16 Clearinghouses. The Clearinghouses and the comparative frequency of orders received are shown in Figure 5. The most frequently ordered materials were those dealing with early childhood and the handicapped. Second most frequently ordered materials were those dealing with urban education, teacher education, and guidance and counseling.

The largest number of publications ordered by a single customer from the centralized source was 21; the smallest number, 2.

FIGURE 5

COMPARATIVE FREQUENCY OF CLEARINGHOUSE ORDERS



More orders were received from the south, mid-central and mid-Atlantic regions respectively.

Decentralized Order Results

A decentralized order form, letter, the IAP flyer and a postcard, to be returned to the ERIC Marketing Project to indicate orders, were mailed to stratified random samples of SOC's and RIE's.

Clearinghouse Directors were called to discern the actual numbers of orders received on the green forms. The responses to date are shown in Appendix H. Directors indicated that most of the ERIC customers are required to use purchase orders, therefore, orders may have come in on these rather than the green order forms. This was also true of the centralized orders received by the ERIC Marketing Project Office.

Decentralized orders could also be verified through the self-addressed post card (see Appendix I) sent to the control group by the ERIC Marketing Project. Post cards were mailed back to the ERIC Marketing Project verifying decentralized orders from RIE's. The number of decentralized orders (verified through postcards) to each Clearinghouse are shown in Appendix H. These came from the university library, RIE groups from the mid-central region.

Results of Mini-File Collection Orders

The buff order form was mailed to all centralized and decentralized samples of SOC's and RIE's. EDRS collaborated to keep count of all mini-file collections ordered by the sample group.

EDRS reported that a total of 10 mini-file collections were ordered during this survey. Fifty percent, or 5 orders were from the Users' group in this survey. Four (4) orders were received from the sample RIE's group and one from the SOC's sample group. This would indicate that as a result of this survey, the EDRS order rate increased by 100% during this period.

Most of the orders for the mini-file collection came from educational centers and school systems. This would indicate that this customer group has greater potential for the mini-file collection.

Geographically, these orders came from the northeast, south, southeast and mid-central regions; the majority of orders coming from the northeast.

Significant also is the fact that 40% of the sample respondents were the regular account customers of EDRS.

Cost Effectiveness of Centralized Versus Decentralized Ordering Of Eric Products:

IAP's to be provided for centralized ordering were shipped to the ERIC Marketing Project Office by the 16 Clearinghouses with the agreement that once this phase of the survey is over, the refund of sales and products provided will be reconciled.

As centralized orders were received, ordered IAP documents were pulled and invoices prepared. Documents ordered were forwarded by reqistered mail along with an invoice for payment. In this instance a paid stamped invoice was mailed with the prepaid order. If library and book rates had been established the cost of mailing orders to customers would have been cut of about 50%. Additionally, because products were arranged on shelves by the Clearinghouses it was easy to pull materials to fill orders. Hence, a minimum of staff time was spent filling order for ERIC. One clerical person was responsible for pulling the materials, checking the materials, typing an invoice, mailing orders, and keeping track of back orders.

Decentralized orders were to be distributed from each of the Clearinghouses separately. This multiplied the amount of postage, wages and other expenses by the number of Clearinghouses ordered from. Therefore, costs of centralized ordering, depended upon the quantity of items ordered.

A centralized order system for ERIC's products is more cost effective than a decentralized order system. The savings in terms of postage, wages/salaries, materials and miscellaneous expenses are substantial in the short run, and in the long run, they can be quite phenomenal.

The ERIC Marketing Project staff did a cost analysis based on a sample of orders received under the central order system compared with the same orders if they had been sent under the decentralized order system. The cost analysis shows that expenses in all areas are less when using the central order system.

In order to perform the cost analysis of the centralized versus decentralized ordering systems, a random sample of orders were selected from each of the regions where centralized orders originated. Postal rates were kept on all centralized orders filled. The cost calculations for centralized orders are shown in Table 3. The cost calculations for decentralized orders are shown in Table 4.

TABLE 3

CENTRALIZED ORDERS					
ORDER ORIGIN	POST-AGE	WAGES/ SALARIES	MATER-IALS	MISC. EXP.	TOTAL
Lock Haven State College, PA.	3.11	1.55	.50	1.83	6.99
Dallas Independent School District	3.46	1.55	.50	1.83	7.34
Univ. of Michigan Dearborn, Mich.	4.60	1.55	.50	1.83	8.84
Westfield State Westfiled, Mass.	2.96	1.55	.50	1.83	6.84
Pan American Univ. Brownsville, Tex.	10.00	1.55	.50	1.83	13.88
TOTALS	24.13	7.75	2.50	9.15	43.53

TABLE 4

DECENTRALIZED ORDERS					
ORDER ORIGIN	POST AGE	WAGES/ SALARIES	MATER-IALS	MISC. EXP.	TOTAL
Lock Haven State College, PA.	1.33	4.65	1.50	5.49	13.39
Dallas Independent School District	2.25	4.65	1.50	5.49	14.71
Univ. of Michigan Dearborn, Mich.	6.89	10.85	3.50	12.81	35.66
Westfield State Westfield, Mass.	1.59	3.10	1.00	3.66	9.64
Pan American Univ, Brownsville, Tex.	18.55	16.05	5.50	20.13	63.56
TOTAL	30.61	39.30	13.00	47.58	136.96

The procedures, rates, etc., utilized to arrive at the above calculations are discussed here.

Postage

Postage was calculated based on U.S. Postal Service rates. Postage costs for centralized orders are the actual postage paid when the orders were mailed. Postage costs for decentralized orders are calculated on a per-item basis. Each items was weighed for third class mail rates. With decentralized ordering, orders for IAP's would come from separate Clearinghouses, thus often increasing the rates.

Wages and Salaries

Wages/salaries are based on minimum wage ($3.10/hr) for one person. Each order is estimated to take 30 minutes for processing. Since centralized orders go to the same source, only one person is used to fill the orders. With decentralized ordering, however, one person is used from each Clearinghouse the order goes to. Therefore, wages may be for two, three, or more people, depending upon the number of Clearinghouses ordered from. For example, the order from Lock Haven State College is for IAP's from three different Clearinghouses. Thus, the cost of wages is three times $1.55 (½hr. x $3.10 per hr) or $4.65.

Materials and Supplies

The cost of materials is based on the cost of envelopes, typing supplies, labels, etc., used for each order. These costs are estimated to be .50 per order based on prices in the Ginn's Office Supply Catalog. As with wages and salaries centralized orders are processed at one place so only one group of supplies is needed. But decentralized orders come from different Clearinghouses, so a group of supplies would be needed for each Clearinghouse ordered from. For example, the order from the Dallas Independent School District is for IAP's from three different Clearinghouses. Thus, the cost of supplies is three times .50, or $1.50.

Miscellaneous Expenses

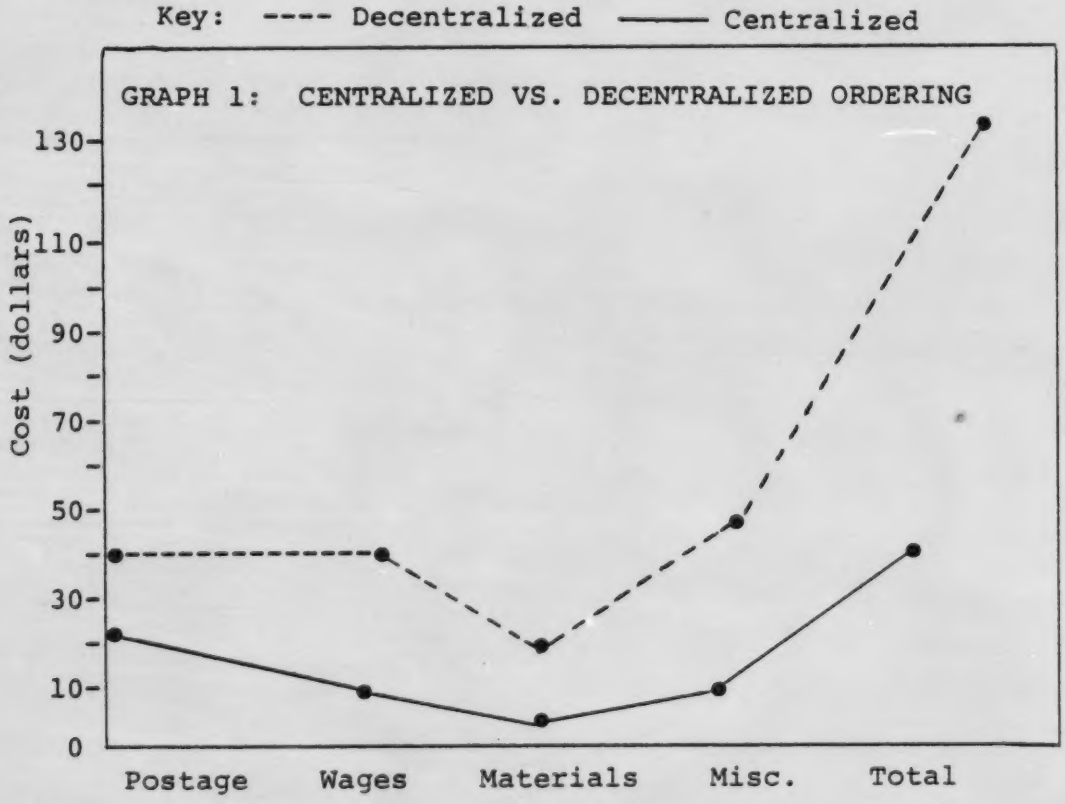
Miscellaneous expenses include filing costs, fixed charges (e.g. overhead) and non-productive time. These costs are based on a study done by the Dartnell Institute of Business Research which examined a breakdown of the cost of preparing a business letter.[5/] Dartnell estimates the costs to be the following (per letter):

[5/] "Target Survey 1980: Cost of Business Letters," (Dartnell Institute for Business Research: Chicago, Ill.), 1980.

Filing Costs	$ .22
Fixed Charges	1.24
Non-Productive Time	.37
	$ 1.83

The costs can likewise be applied to orders for IAP's since the same general tasks are necessary to process each order. As stated before, centralized orders are processed at one place so miscellaneous expenses are incurred only once. Decentralized orders come from different Clearinghouses so these expenses would be incurred for each Clearinghouse ordered from. For example, the order from the University of Michigan is for IAP's from seven different Clearinghouses. Thus, the cost of miscellaneous expenses is seven times $1.83 or $12.81.

The following graph demonstrates a visual picture of the differential costs.



Cost Comparison

The figures displayed in the previous tables and graph show the savings realized when using centralized ordering as opposed to decentralized ordering for orders from five of the sample organizations. The cost of decentralized compared to centralized orders on a percentage basis for each category is as follows:

Postage	27%
Wages/Salaries	407%
Materials	402%
Miscellaneous	420%
Total Costs	214%

Accounting Procedures

A revolving bank account was opened specifically for the ERIC Marketing Project. This procedure reduced accounting errors for the ERIC Central order system and facilitated organization and monitoring of all orders and transactions.

Degree of Customers' Interest In Receiving Future ERIC Products:

Responses of Clients Using Centralized Ordering. The 45 SOC's and RIE's ordering various IAP items centrally were asked in each order to indicate their desire to continue to be provided the opportunity to order centrally. They were also asked to indicate why they did or did not like central ordering. Table 5 gives an analysis of the reasons and frequency of responses given for desiring to continue to order centrally.

TABLE 5

REASONS GIVEN FOR DESIRING CENTRAL ORDERING

(N=45)

		Frequency	Percentage
1.	Requires only one purchase order.	45	100%
2.	Can order everything at one time.	32	71.1%
3.	Requires less time to keep up with what has or has not been received.	28	62.2%

STUDY DELIMITATIONS

The ERIC Marketing staff encountered several delimitations in implementation of this effort. These are elaborated here. Wherever possible, alternative strategies were implemented to ensure quality, validity and reliability of all related products.

1. The Clearinghouse site visitations did not generate the quality or quantity of data required to make valid and reliable recommendations, although all Clearinghouses were forwarded the Interview Instruments in advance. This required that additional strategies be employed to gather the required information. Approximately 75% of the Clearinghouses generated valid and reliable data during the site visits.

2. The mail out survey was scheduled to be conducted during the months of January through April. This was not the best time period in which to conduct such a survey. The contractor was made aware of the fact that this time period is in fact the major mailout time for several Clearinghouses in announcing their new products for the year. This would somewhat diminish the impact of the mail survey, since most persons would tend to be more interested in the "new" products.

3. The contractor also learned that the new IAP publications catalogue is disseminated in January. This would also be an extraneous factor affecting the response to the mail survey of the ERIC Marketing Project, since these mailings go to SOC's and RIE's.

4. The selected publications offered to the sample SOC's and RIE's for this survey were those dated 1975-1979. Many of the sample customers may have already ordered these publications. This extraneous factor may have severely affected the number of orders received for this survey. A verification of all 1000 sample members would have required more time and resources than those provided for this study. All 1000 sample members would have to be checked with each of the 16 Clearinghouses and the other facilities. A verification was made with EDRS.

5. The majority of the sample members of SOC's and RIE's are required to utilize purchase orders for requesting publications. This was not known by the contractor at the inception of this study. This may have prevented counting of many decentralized orders received by the Clearinghouses. Fifty percent of the centralized orders utilized purchase orders.

6. The methodology selected by the sponsors may not have been the most empirical approach to this effort. An alternative approach might have involved marketing all new IAP's centrally versus decentrally for 1980. This approach may have produced more valid and reliable data to support the major hypothesis of this study.

7. The sponsors of this study had very limited pre-data on the actual status and operation of the marketing in the 16 Clearinghouses. Gaps in basic data to design this study resulted in creating a catchall. This study with the limited resources should have been 5-6 separate studies or a longitudinal study of 1 year to 18 months to ensure more time for validation of data and to show trends or changes in usage by certain markets. This study with its limited time and resources encompassed the following 5-6 substudies each of which could have been a separate effort:

    a. The extent of customer use and response to the new ERIC mini-file collection;

    b. The extent of customer response to the new IAP brochures as a marketing tool for ERIC products;

    c. The cost effectiveness of the current ERIC marketing system;

    d. The extent of customer response to centralized versus decentralized ordering as an ERIC marketing tool: related cost recovery,

    e. How do the 16 ERIC Clearinghouses market their products?

    f. Alternative methods of marketing for the ERIC System.

Each of these could have been separate studies leading to the final study.

EVIDENCES OF EFFECTIVE MARKETING STRATEGIES

The marketing problem addressed is how to maximize effectiveness and minimize cost of a marketing system that encompasses 16 Clearinghouses, that are part of the ERIC network, spread throughout the United States. The problem is further complicated by the fact that each Clearinghouse specializes in a different, multidiscipline educational area.

At present each Clearinghouse searches out material for inclusion in the ERIC reference publication and the ERIC data bank. Interested persons therefore have access to educational material in the sixteen subject areas. These materials consist of innovative programs, conference proceedings, bibliographies, outstanding professional papers, curriculum related materials and current research and development.

Most Clearinghouses develop a client base (market) by association with a professional organization in the field serviced by the Clearinghouse. Clearinghouses also print and market their own material or develop the material and submit to a publisher who prints and markets the material.

In order for a customer to know what is being published in each of the Clearinghouses at present, it is necessary to subscribe to the ERIC Information Analysis Product reference manual or contact the Clearinghouse that specializes in the customer area of interest. If a customer has interest in products located in three different Clearinghouses, it is necessary to send separate orders and checks to each. The major mandate of this effort was to design an efficient and effective marketing plan to solve the currently existing inefficient process.

A second area of concern is the client base for ERIC products. Is the current reference manual awesome and intimidating to customers? Is it available to potential customers? The present method of marketing based on data findings of the Clearinghouse site visits and the Users' Survey is not reaching and thus making aware many potential and current

ERIC customers. Since each Clearinghouse finds its own customers it becomes difficult to avoid duplication of mailing lists which of course is not cost effective.

Contemporary Associates, Incorporated tested the concept of centralized versus decentralized ordering of selected ERIC products. The experiment measured four variable; postage, wages, materials and miscellaneous cost. It also measured the customer's interest in ordering material of more than one discipline. A plus to this experiment was the opportunity to test a model for the distribution of products from a centralized source.

User's Survey Response

The result of the user's survey presented in the previous section of this report give supportive evidence that ERIC customers do have interest in receiving future ERIC products. Evidence is also given that these are more effective means of providing more awareness of and access to ERIC products to facilitate the customers interest in receiving these products. Specific areas of evidence are cited here:

- Evidence of Customer Interest in Receving Future ERIC Products

The results of the user's survey show several areas that seem to indicate that customers have interest in receiving future ERIC products. First, there were responses to both the centralized and decentralized opportunity to order selected IAP's. Although the sample groups are regular ERIC customers, and IAP's selected dated back as far as 1975, customers did order from central and decentralized sources. This fact would indicate that there is interest in receiving future ERIC products. If no responses were received this possibly would indicate that there was no interest in receiving future ERIC products.

Secondly, although the response to the centralized ordering is relatively small, it is representative of the rate of return on most mail surveys. As previously stated, the generally acceptable rate of return on most mail surveys is 20-25%.

The rate of return for the user' survey was approximately 22.4%. This represents approximately 80% of the average acceptable response rate on mail surveys. The acceptable rate of response of the users' survey would indicate that customers are interested in receiving future ERIC products.

Thirdly, customer interest in receiving future ERIC products is evidenced by the type of products ordered in the users' survey. Products related to most relevant and current issues in the education field seemed to be ordered most frequently, ERIC products are produced to provide access to and awareness of current issues; this would serve the need evidenced by customers as indicated in the users' survey.

Fourthly, a volume ranging from 2 to 21 orders were received from each of the customers responding to the users' survey. This would indicate a need to facilitate customers' interest in receiving future ERIC products, and a variety of these products.

- Evidence of Most Cost Effective and Efficient Means of Providing Access to and Awareness of ERIC to Customers.

The results of the users' survey indicated not only that customers are interested in receiving future ERIC products, but also that there are more effective and efficient means of providing this access and awareness. These are discussed here:

1. A much greater number of centralized orders were received than decentralized orders. This would clearly indicate that a centralized ordering system would facilitate better customer response than the decentralized system. As previously stated, some of these products have been in the decentralized system since 1975.

2. Centralized ordering customers in the users' survey sample responded to the mini-file collection. No decentralized ordering customers in the survey sample ordered the mini-file collection during the survey. This would indicate that a central ordering frame of reference would facilitate more ordering for all ERIC products. Also most of the orders for mini-file collection were from school systems or educational centers. This potential market should be explored for its awareness of and access to this product.

3. The largest number of publications ordered by a single customer from the centralized sources was 21; the smallest number was 2. The largest number of orders from a single Clearinghouse ordered from was 11. The cost effectiveness of centralized ordering is shown in the results of the users' survey. The results clearly show that for postage alone the cost is 1½ times greater for decentralized ordering than it is for centralized ordering. Other cost advantages for centralized over decentralized ordering are shown in wages/salaries, materials, etc.

As shown in Tables 1-3 (pgs. 39, 40, and 44) the costs and other factors related to this experiment were much lower for distribution of products from a centralized source.

Several qualitative factors related to potential customers were not measurable in this limited effort, e.g., the number of customers not being served. However, our marketing plan will suggest techniques to reach and serve this "untapped" market that our research suggests exists and is not being adequately served.

The mail survey had a total response rate of 22.4% from centralized and decentralized samples of SOC's and RIE's. The acceptable return on mail surveys is 20-25% Centralized sample orders were 19.6% while decentralized sample orders were 2.8%.

CONCLUSIONS, RECOMMENDATIONS, IMPLICATIONS

In spite of the delimitations specified in the previous chapter, the Clearinghouses and Users' Surveys based on all acceptable statistical standards, produced evidence to validate that an alternative marketing system is needed by ERIC Clearinghouses both to cover the potential markets for ERIC products, and to ensure access and awareness of current clients to all ERIC products. The results of the Clearinghouse survey showed that all Clearinghouses have a standard marketing system. Although it was not clear to delineate where marketing began and ended, Clearinghouses seemed to use some consistent means of marketing. The differences in approaches to marketing seemed related to who actually creates the market and how the market is created for each Clearinghouse. Study data showed that Clearinghouses use three basic strategies to market their products. These are:

(1) the Clearinghouse develops the product and turns it over to the affiliate organizations for printing and distribution;

(2) the Clearinghouse develops and prints the products and turns copies over to the affiliate for distribution - the Clearinghouse also distributes the products to clientele;

(3) the Clearinghouse develops the product, the product is submitted to publisher for printing and distribution.

Of the marketing strategies employed, strategies 1 and 2 facilitate some rechanneling of funds from sales back into production activities at the Clearinghouse; which allows the Clearinghouse to produce more products to serve client identified needs.

The results of the Users' Survey showed that although the selected IAP's offered to the sample involved in this study were dated 1974 through 1979, orders were received for each publication year. This would indicate in all probability that the ERIC users had not seen the publication advertised before.

The current method of making publications accessible would, therefore, seem inadequate even for the regular ERIC user groups.

Data generated from the User's Survey on marketing of the mini-file collection, an extraneous issue to this study, showed that ten of these were ordered during the survey period. 50% of these orders came from public school systems and educational centers. These were regular customers of the ERIC system and EDRS. EDRS indicated that all of the survey population were regular clients. This would indicate that these clients were not given access or made aware of this resource prior to this study.

The results of the User's Survey also showed that the average costs of decentralized ordering is 3 times higher than the costs of centralized ordering. Cost savings were realized in the areas of postage, wages/salaries, materials and miscellaneous expenses for this small scale study. On a larger scale, cost savings would be multiplied many times over those realized as a result of this study. The greatest cost differentials were in the areas of wages and salaries (5 times greater) and; materials and supplies (4 times greater). Postage was approximately doubled for decentralized ordering.

The above findings clearly indicate that the ERIC system is not reaching its maximum potential audience nor is it providing maximum access to its current audience. Findings strongly indicate that the most cost effective system for serving ERIC's current audience is not being utilized. At a very minimum, two major needs emerge from this study. They are:

(1) That a more responsive means of providing access and awareness of the ERIC system and its products to current and potential audiences needs to be developed; and,

(2) That some restructuring of the current service delivery system (marketing system) is required in order for the ERIC system to be more cost effective.

Therefore, the following recommendations are made as a result of the findings of this effort.

- Recommendation:

1. A centralized ordering capability should be built into

the ERIC system in order to make the system more cost effective in providing ERIC products to clients and to create more client access to ERIC products.

Respondents to the User's Survey indicated that centralized ordering is desirable for the following reasons:

		Frequency	Percentage
1.	Requires only one purchase order.	45	100%
2.	Can order everything at one time.	32	71.1%
3.	Requires less time to keep up with what has or has not been received.	28	62.2%

This along with the results of the user survey information clearly shows that centralized distribution is a desirable cost effective consideration. The Clearinghouse survey revealed that each Clearinghouse has computer capability. Centralized ordering could be facilitated through computer tie ins to each of the clearinghouses as suggested by several of the Clearinghouses who currently have terminals and other computer equipment.

- Recommendation:

2. The current function of each Clearinghouse should be reviewed to discern the feasibility of and procedures for documenting and recapturing more of the funds realized from sales of each product. As a beginning, reports of sales for each product should be required from each Clearinghouse on a consistent basis.

Clearinghouse survey results indicated that pricing at most of the Clearinghouses is calculated on the basis of printing, postage and processing and that most Clearinghouses have a cost recovery system. However, data indicated that Clearinghouses in many instances do not price their products themselves, nor do they sell their products. These functions are performed by the affiliate organization or publisher. Approximately 50% of the Clearinghouses develop the products but do not distribute them. For 50% of the Clearinghouses, some distribution was done by the affiliate organization as well as the Clearinghouses themselves. In most instances the Clearinghouses distributed small products,

while larger ones were turned over to the affiliate organization. Most Clearinghouses distributed complimentary copies of each new product to those on a "special" mailing list. Sales figures for all products distributed were not available for this effort.

The user survey produced sales for products dated as far back as 1975, this would clearly indicate that there are additional sales funds, to be tapped in addition to those for current sales.

- Recommendation:

3. Market research strategies should be employed to facilitate the identification and provision of services to the potential client market for ERIC products outside of the current market being served.

Weaknesses in marketing most frequently cited by Clearinghouses were not enough money for advertising, and non-exploitation of potential client groups. Other weaknesses indicated were: the costliness of penetrating new and large markets; not being able to get a commitment to distribute a product until the affiliate sees the finished product; need to broaden distribution and user; failure to address marketing efforts for special kinds of publications to specific, appropriate audiences; failure to make sufficient use of free, inexpensive, or cost effective strategies for promoting individual products; inability to advertise directly; not getting to as many teachers as needed... "this is true of the total ERIC System"...; no public relations staff to handle marketing; not knowing advertising and not doing marketing surveys; limited access to the market; and determining the correct number of copies to produce.

These weaknesses specified by Clearinghouses themselves clearly indicate their realization that additional market research strategies need to be incorporated into the ERIC system. Although the mission of the ERIC system precludes a total market research philosophy, some elements of market research can be built into the system to assist Clearinghouses in determining "who they are producing for" and "how they can provide a more effective service".

- Recommendation:

4. Technical assistance should be provided to the ERIC

Clearinghouses on a consistent, continuing bases to provide for areas of need as they arise.

Technical assistance resources should be available in all areas related to the Clearinghouses and their functioning with the ERIC system. The following areas of need were identified by the Clearinghouses as a result of the Clearinghouse Survey. These should be used as beginning areas for the provision of technical assistance. They are:

(1) getting enough copies to meet product demand;

(2) the difficulty of doing your own marketing and production;

(3) lack of an NIE mandate for user evaluation of products produced;

(4) and failure to use good advertising techniques as a result of trying to save money.

- Recommendation:

5. A monitoring and evaluation feedback system should be designed between ERIC central and the Clearinghouses so that up to date data on products, sales volumes, product impact, user responses, etc., are maintained at all times.

Clearinghouses themselves suggested that NIE should request (or mandate) from each Clearinghouse, user evaluation of the products they produce, i.e., NIE should have some effective way of assessing what the Clearinghouses do with the money they receive for all products. A mechanism for implementing this recommendation should be implemented as soon as possible.

- Recommendation:

6. A comprehensive ERIC awareness or public information program should be developed. This should include the following at a minimum:

   - A plan for National exposure and advertising of the ERIC system functions and services provided to the public. This could be done through the Advertising Council, Public Broadcasting, National Public Radio, etc.

   - A plan for provision of information on a planned basis by the ERIC system itself to identified current and potential user groups. Standardized

brochures or flyers should be developed on IAP's and other products on a timed basis and disseminated to specific targeted audiences.

The Clearinghouses stated that NIE could assist in improving their marketing programs by: providing more funds for advertising; by publishing a complete (about 10 pages) brochure of what is in the IAP Directory; help more people know about the system--presently some, not all felt that NIE builds excellent and useful programs, but does not let the public know about them. They felt that NIE needs to coordinate with NIE and the Department of Education the programs concerned with disseminating certain information. These recommendations by the Clearinghouses would clearly indicate a need to revise and develop a multi media program of awareness and public information for the ERIC system.

APPENDIX A

SITE VISITATION INTERVIEW INSTRUMENT

ERIC MARKETING CLEARINGHOUSE SURVEY
(Interview Checklist)

1. HOW YOU PRESENTLY MARKET YOUR PRODUCTS? (Matrix)
2. HOW DO YOU IDENTIFY YOUR CUSTOMERS/CLIENTS?
3. HOW DO YOU IDENTIFY CUSTOMER'S/CLIENT'S NEEDS?
4. DO YOU HAVE A METHOD FOR GETTING CUSTOMER'S INPUT INTO THE PRODUCTS YOU PRODUCE?
5. HOW DO YOU DECIDE WHAT PRODUCT(S) TO PRODUCE?
6. IS A PRODUCT'S ABILITY TO PAY FOR ITSELF A VARIABLE IN DECIDING TO PRODUCE IT?
7. HOW LONG DO YOU KEEP A PRODUCT IN INVENTORY?
8. ARE THERE SEASONAL DEMANDS FOR CERTAIN PRODUCTS?
9. HOW DO YOU PRICE A PRODUCT?
10. HOW DO YOU DISTRIBUTE A PRODUCT?
11. WHAT ARE SOME OF THE OPERATIONAL PROBLEMS IN THE DISTRIBUTION OF A PRODUCT?
12. HOW DO YOU MAKE THE CUSTOMER AWARE OF THE PRODUCT?
13. WHAT DO YOU CONSIDER YOUR MAJOR STRENGTHS IN THE MARKETING OF YOUR PRODUCTS?
14. WHAT DO YOU CONSIDER AS YOUR MAJOR WEAKNESSES IN THE MARKETING OF YOUR PRODUCTS?
15. IS THERE ANYTHING NIE CAN DO TO ASSIST YOU TO IMPROVE YOUR MARKETING PROGRAM?
16. ARE THERE SOME BARRIERS TO YOUR EFFECTIVELY MARKETING YOUR PRODUCTS?
17. ARE THESE VARIABLES OF A LEGAL, POLITICAL, ECONOMICAL, AND SOCIAL NATURE WHICH AFFECT SALES OR THE MARKETABILITY OF A PRODUCT?
18. WHO DO YOU CONSIDER AS YOUR COMPETITION?
19. HOW MANY PRODUCTS ARE PRODUCED FOR SALE?
20. WHAT ARE YOUR CURRENT PUBLISHING ARRANGEMENTS WITH OTHER GROUPS (E.G. ASSOCIATION, ETC.)
21. ARE SUFFICIENT COPIES OF ORDER LISTS AVAILABLE? ARE THESE SPIN OFFS SUCH AS?
22. WHAT SUGGESTIONS DO YOU HAVE FOR A MARKETING PLAN?
23. DO YOU HAVE A REVOLVING FUND?
24. HOW DO YOU USE YOUR REVOLVING FUND?
25. WHAT IS THE AVERAGE COST OF DEVELOPING AN "IAP"?
26. WHAT IS THE AVERAGE COST TO PUBLISH AND DISTRIBUTE AN IAP?

APPENDIX B

SAMPLING STRATIFICATION

SOC's

SAMPLING STRATIFICATION

N=500

	UNIVERSITY LIBRARY			OTHER LIBRARY			GOV'T DEPT. EDUC.			EDUC. CENTERS			PUBLIC SCHOOLS			VOCATIONAL - TECHNICAL		
	%	p	n	%	p	n	%	p	n	%	p	n	%	p	n	%	p	n
NORTHWEST	3.7	22	18.9 19	.34	2	1.7 2	1.03	6	5.16 5				.34	2	1.7 2			
SOUTHWEST	8.6	50	43.3 43	.52	3	2.6 3	.52	3	2.58 3	.17	1	.86 1	.17	1	.86 1			
MIDWEST	6.4	37	31.8 32	.17	1	.86 1	.52	3	2.58 3	.17	1	.86 1	.34	2	1.7 2	.34	2	1.7 2
SOUTH	15.1	88	75.7 76	.17	1	.86 1	.86	5	4.3 4	1.4	8	6.9 7	.34	2	1.7 2			
MID CENTRAL	11.2	65	55.9 56	.34	2	1.7 2	.34	2	1.7 2				.52	3	2.6 3			
NORTHEAST	11.9	69	59.4 59	1.03	6	5.2 5	.17	1	.86 1	.86	5	4.3 4	.17	1	.86 1			
MID ATLANTIC	11.7	68	58.5 59	1.2	7	5.2 6	.69	4	3.4 3	1.4	8	6.9 7	1.03	6	5.2 5	.34	2	1.7 2
SOUTHEAST	12.6	73	62.8 63	.86	5	4.3 4	.69	4	3.4 3	.69	4	5.4 2	1.03	6	5.2 5			
TOTALS	92.4	472	407		27	24		28	24		27	23		23	21	68	4	4

p = 581
n = 503

RIE's
SAMPLING STRATIFICATION
N=500

	UNIVERSITY LIBRARY			OTHER LIBRARY			GOV'T DEPT. EDUC.			EDUC. CENTERS			PUBLIC SCHOOLS			VOCATIONAL - TECHNICAL		
	%	p	n	%	p	n	%	p	n	%	p	n	%	p	n	%	p	n
NORTHWEST	1.9	42	9.671	.23	5	1.15	.14	3	.69	1.0	22	5.1	1.9	41	0.44	.05	1	.23
SOUTHWEST	5.2	112	25.790	1.6	34	7.83	.46	10	2.30	2.6	56	12.9	1.8	40	9.21	.05	1	.23
MIDWEST	5.6	121	27.870	1.9	42	9.67	.23	5	1.15	2.4	53	12.2	1.0	22	5.07	.69	15	3.43
SOUTH	4.1	88	20.264	.51	11	2.53	.46	10	2.30	2.1	46	10.6	.8	17	3.91	.23	5	1.15
MID CENTRAL	3.6	77	17.730	1.3	29	6.67	.18	4	.92	2.9	63	14.5	.8	19	4.38	1.50	33	7.59
NORTHEAST	8.2	178	40.990	5.0	108	24.8	1.10	24	5.53	1.5	32	7.4	5.3	115	26.5	1.60	35	8.05
MID ATLANTIC	6.7	146	33.619	3.5	76	17.5	2.20	47	10.82	2.2	48	11.1	3.2	69	15.8	.46	10	2.30
SOUTHEAST	5.4	117	26.943	1.5	33	7.6	1.01	22	5.06	2.4	52	11.9	.7	16	3.7	.23	5	1.15

p = 2171
s = 500

APPENDIX C

ITEMS ORDERED BY SOC'S AND RIE'S AND TOTAL SALES

Items Ordered by SOC's & RIE's

Item(s)	No. of Copies Sold	Unit Price	Total Sales
New Perspectives On Old Issues In Education For The Minority Poor	2	Free	-0-
New Imperatives for Guidance	2	$8.50	$17.00
School Disruption: Counselors Can Make a Difference	4	$4.00	$16.00
Reading and the Law	1	$5.00	$ 5.00
The Best of ERIC	1	$6.50	$ 6.50
ERIC References on Urban and Minority Education	1	Free	-0-
Developing Creativity in the Gifted and Talented	4	$4.50	$18.00
Getting Schools Involved with Parents	2	$5.00	$10.00
Managing Inappropriate Behaviors in the Classroom	5	$4.00	$20.00
Current Approaches to the Teaching of Grammar in ESL	1	$2.95	$ 2.95
Directory of Foreign Language Service Organizations	1	$3.95	$ 3.95
Language and Linquistics: Bases for a Curriculum	1	$2.95	$ 2.95
Information Counseling: The Best of ERIC	1	$2.50	$ 2.50
Trends in the Study of Incidental Learning from Television Viewing	1	$4.25	$ 4.25
Current Topics in Early Childhood Education	2	$10.00	$20.00
Day Care Legal Handbook: Legal Aspects of Organizing and Operating Day Care Programs	2	$4.00	$ 8.00

Items(s)	No. of Copies Sold	Unit Price	Total Sales
Ethical Issues in Working with Young Children	3	$1.50	$4.50
Profile on the Mexican American Woman	1	$8.00	$8.00
Environmental Education Activities of Federal Agencies	1	$3.75	$3.75
Directory of Organizations and Personnel in Educational Management	1	$5.50	$5.50
Audiovisual Materials in Support of Information Science Curricula	1	$4.25	$4.25
Coping with Reduced Resources	1	$5.00	$5.00
The Humanities in Two-Year Colleges: Trends in Curriculum	2	$10.82	$21.64
Staff Development in Community College	1	$4.82	$4.82
How Well Do They Represent You? A Handbook on Local Rural School Boards for Parents and Other Citizens	1	$1.00	$1.00
Planning A Social Studies Program: Activities, Guidelines, Resources	1	$14.50	$14.50
Teaching About Social Issues in American History: Four Demonstration Lessons	1	$8.95	$8.95
Legal Issues in Teacher Preparation	3	$3.00	$9.00
Performance-Based Teacher Education: A Source Book	1	$4.00	$4.00
Quality Control in Teacher Education	1	$4.00	$4.00
Sex Bias in Testing: A Review With Policy Recommendations	1	$3.50	$3.50

Item(s)	No. of Copies Sold	Unit Price	Total Sales
Perspectives on Mastery Learning and Mastery Testing	1	$3.00	$3.00
Total Items	52	Total Sales	$242.51

APPENDIX D

CENTRALIZED ORDER FORMS, LETTERS, IAP FLYERS

ERIC MARKETING PROJECT 525 SCHOOL STREET, S.W. • SUITE 204 • WASHINGTON, D. C. 20024 • (202) 554-1105

Dear ERIC User:

ERIC'S BEST KEPT SECRET—IAPS—IS OUT

Here is an opportunity for you to get acquainted with a series of timely and useful products from ERIC—the Information Analysis Products (IAPs).

IAPs are products of ERIC's Clearinghouses, developed to meet the needs of educators for the most up-to-date information on current topics in the field. Most IAPs represent a wealth of information on a specific topic, collected from multiple sources, analyzed and synthesized by experts in the field, and made readily available in one publication. For example, in the enclosed brochure you will find the IAP, *Managing Inappropriate Behaviors in the Classroom.* This publication provides you with a synthesis of current information on this important issue. The research, experience, and practical suggestions of educators, researchers and psychologists are available to you in one source, saving you hours of library search and review.

IAPs, like most ERIC products, are available on microfiche and in printed form. ERIC is eager to make IAPs in both forms more available to its subscribers and to other practitioners in the field. This letter is part of a special project to find out how best to do this. Here are two special offers of ERIC products which we are providing to you on this ONE TIME basis at a reasonable cost.

INFORMATION ANALYSIS PRODUCTS

IAPs in printed form are described in the folded brochure. This list is only a sample of the IAPs from each of the 16 Clearinghouses. Now, for the first time, it is possible for you to order these IAPs through one CENTRAL SOURCE, rather than placing separate orders with each individual Clearinghouse. You can also order these IAPs with ONE PAYMENT. Since central ordering is being offered on a trial basis, we ask that you place your order by March 1, 1980. Please use the central order form enclosed.

THE MINI-FILE COLLECTION

The Mini-File Collection is a microfiche "library" of all of the IAPs from the 16 Clearinghouses from 1975 *through 1977,* a total of over 600 IAP products. The enclosed buff flyer describes this convenient collection—a "library" at your fingertips. Please use the order form at the bottom of the buff flyer to order your Mini-File Collection.

Examine the buff flyer and the brochure and make your selections soon. You will find that IAPs fill a multitude of user needs for current, well-documented, and synthesized information on education topics of general interests and concerns.

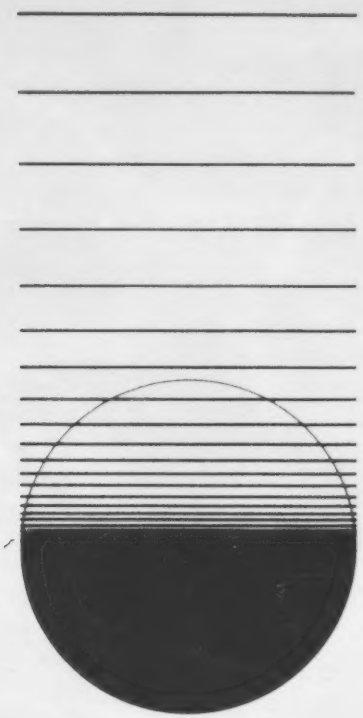
Sincerely,

C. Lawton
Project Manager

A Project funded by the National Institute of Education, U.S. Department of Education

ERIC®

INFORMATION ANALYSIS PRODUCTS



The ERIC System

ERIC (*E*ducational *R*esources *I*nformation *C*enter) is a nationwide information system sponsored and supported by the National Institute of Education (NIE). ERIC is dedicated to the progress of education through the dissemination of education research results, practitioner-related materials, and other resource information that can be used in developing more effective educational programs. Through a network of specialized centers called Clearinghouses, each of which focuses on a specific field in education, information is acquired, evaluated, cataloged, indexed, abstracted, and announced in ERIC abstract journals. These abstract journals: *Resources in Education* (RIE) and *Current Index to Journals in Education* (CIJE), provide access to reports of innovative programs, research results, and other significant efforts in education, both current and historical, which might otherwise not be readily available.

Information Analysis Products (IAP's)

In addition to collecting the literature of education for announcement in RIE and CIJE, the ERIC Clearinghouses analyze and synthesize the literature into research reviews, annotated bibliographies, state-of-the-art studies, interpretative studies on topics of high current interest, and many similar documents designed to compress the vast amount of information available and to meet the needs of ERIC users. These products constitute new contributions to the literature by ERIC.

Bibliographies of ERIC Information Analysis Products (IAP's) and Clearinghouse Publications

Periodically, ERIC prepares bibliographies of its Information Analysis Products. All items in the series to date are listed below.

ACCESSION NUMBER OF BIBLIOGRAPHY (IN RIE)	PERIOD COVERED (FISCAL YEAR)	NUMBER OF ITEMS
ED-029 161	FY1968	149
ED-034 089	FY1969	240
ED-041 598	FY1970	366
ED-054 827	FY1971	416
ED-077 512	FY1972	415
ED-087 411	FY1973	396
ED-126 856	FY1974/1975	534
*ED-168 608	FY1976/1977/1978 (thru Dec. 1977)	600
	TOTAL	3,116

Availability of ERIC Information Analysis Products (IAP's)

ERIC IAP's are published by the individual ERIC Clearinghouses responsible for producing them. As long as stocks last, original copies are usually available directly from the responsible Clearinghouse. In addition, IAP's are announced in RIE or CIJE, as appropriate. If announced in RIE, they are contained in all ERIC microfiche collections and may be ordered in microfiche or hardcopy from the ERIC Document Reproduction Service (EDRS), P.O. Box 190, Arlington, VA 22210. Full ordering details and current prices are to be found in RIE. EDRS also has available a special offering of a "mini-library" of all the documents in the FY76-78 bibliography.* IAP's announced in CIJE are available in libraries subscribing to the journal where they appear. Many CIJE articles are also available as reprints from University Microfilms International, UMI Article Reprint Dept., 300 Zeeb Rd., Ann Arbor, MI 48106.

Representative IAP's

The following list of the ERIC Clearinghouses and their addresses incorporates examples of IAP's which reflect the principal subject areas covered by each Clearinghouse. These IAP's are only representative of the types of products developed by the Clearinghouses and will give the user a good idea of the help to be found in these important publications. Prices given are those the Clearinghouses (or other publishers) charge for the original publications. ED numbers are for references to abstracts in RIE and to ERIC microfiche collections, as well as for use in ordering copies from EDRS.

ERIC Clearinghouse on Adult, Career, and Vocational Education, Ohio State University, 1960 Kenny Rd., Columbus, OH 43210

- *Adult Education Teaching Techniques.* Donald F. Seamon. Information Series No. 110. 1977. 55p. $3.80 (ED-149180)
- *Cooperative Education: A Review.* Federick G. Welch. Information Series No. 116. 1977. 80p. $5.50 (ED-149185)
- *Research in Career Education: The State of the Art.* Edwin L. Herr. Information Series No. 106. 1977. 89p. $6.25 (ED-149177)

ERIC Clearinghouse on Counseling and Personnel Services, University of Michigan, 2108 School of Education Building, Ann Arbor, Michigan 48109

- *New Imperatives for Guidance.* Garry R. Walz and Libby Benjamin, Eds. 1978. 491p. $8.50
- *School Disruption: Counselors Can Make a Difference.* Michael D. Marvin. 1979. 42p. $4.00

ERIC Clearinghouse on Reading and Communication Skills, 1111 Kenyon Rd., Urbana, IL 61801

- *Development of Functional Communication Competencies: Grades 7-12.* Barbara Sundene Wood, Ed. 1977. 38p. Stock No. 10940. $1.40 members, $1.50 nonmembers. (ED-137859)
- *Help for the Teacher of Written Composition: New Directions in Research.* Sara W. Lundsteen, Ed. 1975. 77p. Stock No. 20687. $3.75 members, $4.95 nonmembers. (ED-120731)
- *Reading and the Law.* Robert J. Harper, II, and Gary Kilarr, Eds. 1978. 152p. (Available from International Reading Association, 800 Barksdale Rd., Newark, DE 19711. Stock No. 854. $3.50 members, $5.00 nonmembers) (ED-154339)

ERIC Clearinghouse on Educational Management, University of Oregon, Eugene, OR 97403

- *The Best of the Best of ERIC.* Volume 2. 1979. 119p. $6.50. (ED-163620)
- *Directory of Organizations and Personnel in Educational Management.* Sixth edition. 1979. 90p. $5.50. (In press)
- *Managerial Control: A Middle Way.* Research Action Brief No. 2. June 1978. 4p. Free. (ED-155775)

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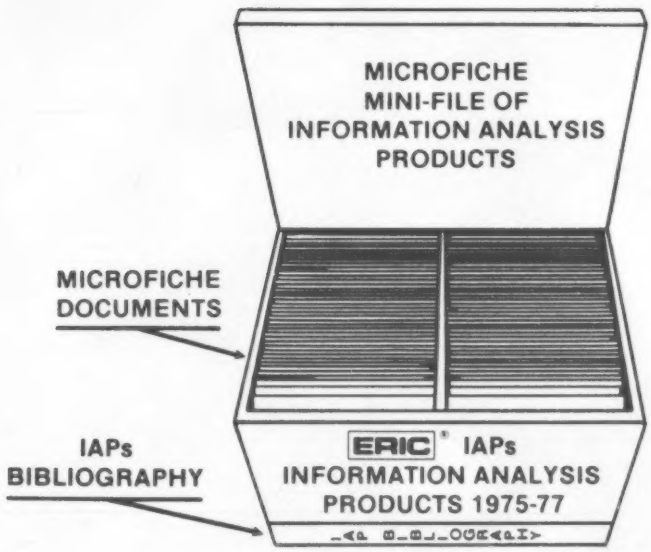

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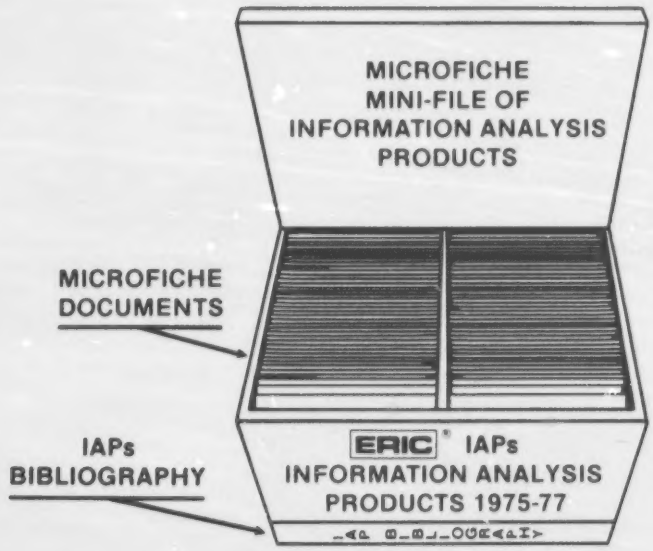

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*	Education Management	293
*	Handicapped & Gifted Children	0
*	Languages & Linguistics	0
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*	Information Research	590
*	Jr. Colleges	21
*	Elementary & Early Childhood Ed.	227
*	Rural Education & Small Schools	
*	Science, Mathematics & Environmental Ed.	0
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